

# VARIETY

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64 PAGES

## N. Y. SEES BIG SUMMER

### CWA Fund for Music Revives Dream of Gov't Fine Arts Dept.

Word that the Civil Works Administration has approved an appropriation of \$20,000 for a music project in New York City may have

ing effect on the music world generally despite the relatively small sum appropriated. It marks the first Government subsidy of music in the U. S.

This Government subsidy of arts is one of those Utopias which musicians and artists generally have hoped for generations and it looks like the CWA, however temporary, has paved the way for something bigger to follow. Ultimate aim of such hopeful ones has been the inclusion of a Minister of Fine Arts in the President's Cabinet.

Presently the CWA thing, of course, is only one of those employment giving plans.

The \$20,000 mentioned as appropriate (Continued on page 51)

### NABE MAMMAS CAUSE BOW PIC'S YANK-OUT

Pittsburgh, Feb. 5.

First instance on record here of a nabe house yanking a picture before end of its run because of complaints from family trade to which it caters took place here last week at Harris-Family. Film was Clara Bow's 'Hoopla', booked in for full week.

At end of three days it was pulled, not because business wasn't satisfactory, according to management, but because no end of mothers had protested against sending their kids to see Bow turning on the s.a.

Horse opr'y, 'Will James' 'Smoky', was rushed in to fill 'Hoopla's' unexpired time.

### Anti-Nazi Spirits

Very small demand German wines, liquor and beer in New York since repeal. So far it is virtually impossible to find any German beer save in a few isolated spots.

Credited to the American anti-Nazi feeling.

French wine imports going best; Italian (chianti chiefly) and Hungarian (Tokay brand-most) selling next best.

### The Cherrys Again

Cedar Rapids, Feb.

The Cherry sisters, High Lights of the mauve decade, are trouping once again. Thirty years ago the sisters, the corn state's gift to show business, were the best bad act in vande.

The present venture is one of a score or more made since their eclipse in 1917 from the regular circuits.

### Fire Sale

Commenting on a recent premiere, a Broadwayite said: 'It was so bad even the fireman walked out on it.'

### Mexico Weighs Good And Bad Influences Of Those Americans

Mexico City, Feb. 15.

Editorial scribe of a local paper saying American influence has benefited Mexico in some respects, but hasn't been so hot in others, lists following good and bad points of Americanism in Mexico.

Good: Daily bathing custom which has made the Saturday night only thing a gag; love of sport, which has made indolence a rarity and Mexicans happier and healthier; horror of obesity, implanted by U. S. films that has radically changed, along American lines, national beauty ideals; barber shop habit and procedure, with folk now eager to be barbered regularly.

Bad: Flappers and flippers; drug store cowboys and cinema mashers; tiny mustaches; ham and eggs, which promote national indigestion; fake coffee with cream; perfumed tobacco; women smoking; incorporation of 'whoopse' and 'oke' in the language; cocktails; wild parties; vamps; chemical cold drinks; knickers and pyjamas for femmes; gangsters; gunmen and racketeers.

### N. Y. May Go Venice, New Outdoor Drinkery Idea

A little bit of Venice on the Harlem River, N. Y., may be another name for the future. Drinking garden interests are mulling the idea of a big outdoor munching-gurgling development on the banks of the old Harlem in upper Manhattan, with gondolas and canoes and all the Venetian props. The boys and girls can gondola themselves amongst the floating boxes, barrels and driftwood.

In Chicago during the World's Fair, the gondola concession on the lagoon proved one of the big attractions.

### Quakey?

Los Angeles, Feb.

City and county of Los Angeles is now set up with a portable radio sending set for use in any future major disaster.

City and county will use the Warner Brothers equipment, KIED, which will be on tap for the authorities whenever needed.

### EXCHANGE RATE FOR \$, REASON

Transatlantic Travel West, Because of the Exchange, Should Converge World's Pleasure-Seekers Towards Manhattan—Legit's Extensive Plans

BEST BREAK SINCE '17

Everything points to a revived New York theatre this summer. World economic conditions, revolving about the new rate of exchange as result of the reestablished F.D.R. dollar, is regarded by New York amusement purveyors as a natural to place Manhattan in a fortuitous position.

New York as the playground of the world, the direct result of a new westward transatlantic travel-consciousness—instead of Americans going abroad—is expected by the theatre and nite life entrepreneurs to boom the metropolis as it hasn't been boomed since the war.

From the niter angle, with repeal no longer lining the bibbers away— (Continued on page 55)

### CAFES AFRAID TO CUT COSTS ON SHOWS

Nite spots have come to find themselves in the dilemma the picture houses were a couple of years ago.

With the advent of repeal the cafes started piling on the names and the talent expense. Joy emporium operators are now faced with the double problem of maintaining the name level and keeping the overhead down to the point where a profit is possible.

Niteries men are afraid that any retrenchment in the show-fare will bring a sharp reaction on the till.

### Columbus, Ohio, Counts 100 Assorted Niteries

Columbus, Feb. 5.

New York may be the theatre center of the world, if there still is such a thing, but this town of less than 350,000 inhabitants lays claims to being the night club center of the universe.

Town boasts almost 100 night spots with most of them using both regular dance bands and floor show attractions.

### LeGallienne Tells Mpls. Folks They Are 'Lousy Americans'

#### Prom Checks

Chicago, Feb. 5.

Band leaders poolpooh surveys, check-ups and other accepted indices to decide on their popularity.

They generally agree that the best of all indications of the standing of an orchestra is the demand among colleges and high school youths staging proms and dances.

### 'Tobacco Road' Bars Kids; Editorial Praise Accelerates Grosses

Persons under the age of 16 are not admitted to 'Tobacco Road', 48th Street, N. Y., and it's no gag, nor is it advertised. Some complaints from women who have attended the show accompanied by children in their earlier teens. Box office has been instructed to advise patrons of the no-children rule.

'Tobacco Road' has been accorded more editorial comment than any play produced in years. Earlier in the engagement the reviewers wrote follow-up Sunday yarns, lauding the acting then the Daily News, N. Y., although rating it a fine play, called attention to the condition of poor whites in the South. Twice within a week the tabloid in its regular editorial column spoke highly of 'Road' as a show and suggested that Washington aid in ridding such people of hookworm and other maladies.

Show just about got by first two months, getting about \$3,000 weekly at the Masque. Plugging by the News after it moved to the 48th Street about doubled the takings.

Last season 'One Sunday Afternoon', which folded at the Little, was resuscitated and it relighted the 48th Street, where it made a run. Cut rate a factor for both shows.

### 4 Cops and Chief

Chicago, Feb.

Those Tucson coppers who captured the Chicago and Indiana Dillinger gang are show-minded already. Have grabbed themselves a house manager as agent who is offering them as an act—four coppers and a chief.

Besides the personal appearance they promise to furnish display, including machine guns, bullet proof vests and bags which contained the money from the banks.

Some agents are talking about building them into a unit with line of girls and a fan dancer. But so far the fanners have objected to swinging bullet proof feathers.

Minneapolis, Feb.

Minneapolis still quails from a stinging rebuke administered to it by Eva Le Gallienne during a temperamental outburst, a la Richard Bennett and Ethel Barrymore, which which made her a storm center here and brought forth some retaliation on the part of the local press.

The Le Gallienne outburst occurred during the President's Birthday Ball at the Municipal Auditorium when she publicly scolded patrons for their sluggishness in bidding for a cake which she auctioned off to provide additional funds for Warm Springs.

Among other things, the actress told the crowd they 'are lousy Americans', that the people out here don't know what the 'new deal' is, that they made her ashamed of her 'chosen country' and that she couldn't believe they were 'Vikings'.

Then after unbosoming herself in this fashion, she turned her back on the audience and swept off the (Continued on page 51)

### Chi Indie Will Spill Inside Trade Stuff On Film Protection

Chicago, Feb. 5.

Gollos Brothers are reading newspaper advertising campaign to inform the public why their south-side Hyde Park theatre is forced to play pictures six months old.

Gollos will bring out the plea that their investment in the newly-opened theatre is jeopardized by a long protection period that is not in keeping with their present admission.

### FOY FAMILY KIDS REUNITING AS ACT

Family of Eddie Foy will be intact once more in vaudeville for the first time since they commenced to their individual ways seven years ago.

Irving Tishman is reuniting the kids and producing a new act for Eddie, Jr., Charlie, Dick, Madeline, Mary and Irving. Only one missing is Bryan who quit the stage years ago to become a picture director.

The six kids parted company with their father and went out in an act of their own in 1923. A reconciliation was effected before Eddie Foy's death in 1928, although the father and the kids never played together again. For a couple of years the kids went it alone but gradually drifted away from each other. Eddie, Jr., went into 'lost music' and pictures; Dick and Irving retired; Charlie and the two girls continued together in an act.

# DO FANS KNOW SPONSORS?

## Code Authority Guidebook Highlights

(NRA Broadcasting Code Authority has prepared a Guidebook to aid station executives and the broadcasting industry generally to interpret the trade practice clauses. This document is now in process of revision in Washington preparatory to general release to the industry later this week.)

Highlights in the Guidebook will include the following subjects. Outstanding is the 'recommendation' that all existing contracts violating the principles laid down for the industry shall be cancelled either immediately or as soon as possible.

Government, however, is not assuming responsibility for the document. It is designed to be helpful but fearing possible use of the Guidebook in any litigation it is being unofficially released and decisions contradicting the Guidebook can be made by the Code Authority.)

### Harmonizing Contracts

Cancellation or revision of outstanding contracts which violate provisions of the NRA Broadcast Code is recommended to the industry by the Radio Code Authority. Discussing trade practice provisions in detail, Code Authority advises that 'every possible means' be taken immediately to harmonize contracts with code provisions. Code specifically outlaws extension or renewal of agreements containing provisions contrary to its terms, Guidebook emphasizes.

### Discounts Must Stop

In all cases where broadcasts or networks have entered into contracts which would be barred by any of the provisions of the code as for example, the sale of broadcast facilities at a rate or discount, or both, less than specified in the rate card effective the date the contract was signed, it is expected that every possible means shall be taken immediately to harmonize such contracts with the provisions of the code.

### Cost-Per-Inquiry Contracts

Broadcasters or networks having any accounts on a cost-per-inquiry contingent, or percentage basis, are advised to 'invoke the cancellation provisions contained in the contracts for such accounts at the earliest possible date'. Code authority notes that 'renewal of any contract for such an account on the basis of any renewal clause contained in an existing contract is contrary to the spirit and intentions of the code.'

### Contests and Prizes

Provisions barring lotteries and contests should be considered broadly with cases involving use of the mails being submitted to postal officials for definite ruling, authority suggests. Authority comments: 'As an aid to broadcasters and networks in the determination whether a particular program involves a lottery or similar scheme it is recommended that the following be applied: If the program involves (1) a prize, (2) a consideration, and (3) a chance, such program is prohibited by paragraph (E). There is no question in determining whether a prize is involved. The question of consideration is more complex and for the purposes of this code should be construed broadly. In other words, if a listener is required to spend any sum of money for any purpose to participate in any scheme it should be considered that the element of consideration is present. Similarly the element of chance should be construed broadly. Oftentimes an effort is made to introduce the element of skill to avoid the element of chance. There are bona fide cases in which the element of skill is involved but the greatest care should be exercised to avoid a subterfuge. It is recommended that in any particular case involving the use of the mails, all details be submitted to your local postmaster who will obtain a definite ruling on the case from the postal authorities in Washington.'

### Free Announcements

Free announcements are permitted only insofar as it is the regular custom of any broadcaster or network to make advance announcements of its featured programs.

### Rate Cards

Use of two rate cards, one for general or national advertising and other for local or retail, is recommended. Code Authority specifies card shall conform with standard style of American Association of Advertising Agencies. Suggests following regulations be contained in rate card: 1. Retail rates allowed only when advertiser sells direct to the consumer. 2. Local rates not available to retailer who is also jobber, wholesaler or distributor. 3. Co-operative advertising by bona fide retailers is entitled to retail rates. 4. General rates apply to advertising by two or more retailers offering product of certain manufacturer. 5. General rates apply to all other advertising. Provision requiring stations to furnish rate cards is interpreted to mean clients may obtain published schedules on written request.

### Rebates Through Talent

Clause covering sales of talent, literary and musical rights, and recordings is interpreted to outlaw what are substantially rebates on charges for time by providing program talent or material free or at less than cost. Literary and musical rights, authority explains, should be regarded as meaning only fees or royalties charged for performing individual scripts or numbers and not to general or blanket license fees.

### Cash vs. Merchandise

Nothing code does not specifically require advertisers or agents to pay in cash, authority suggests that 'the acceptance of merchandise in lieu of cash for broadcast facilities must be clear of any intent to evade in any way the rules, discounts, etc., specified in the rate card.'

## IS AIR TALENT OR PRODUCT ON TOP?

Variety Conducting Surveys in 15 American Cities to Test Effectiveness of Tie-ups Between Headliner and Product

### RADIO SHOWMANSHIP

Curious to test a hunch that many admittedly popular programs are not, because of faulty showmanship, sufficiently identifying the sponsor with the program, VARIETY has set out to gather some evidence on the subject through a questionnaire.

Like all surveys, VARIETY's is no doubt imperfect in technique, but as far as possible the aim has been to be (1) fair and (2) simple. Questionnaires are personally distributed (not mailed) in all cities. Results will be tabulated and published in VARIETY weekly. The survey will take in 15 cities.

Hartford, Conn., is the first city to be tabulated. That's appropriate, for Hartford has the reputation of being a good test city, with a high average I. Q. and a fairly prosperous citizenry, due to the main industry being steady-going insurance and the amount of unemployment and distress small.

In the case of Hartford, VARIETY obtained 85 replies. Naturally VARIETY does not assert that 85 replies is a complete cross-section of Hartford. Results are submitted for what they're worth. All the persons who filled in the questionnaire were adults. All were semi-familiar with radio programs. About half of them were women. 90% belonged to the middle class. Only one was classified as unemployed. Moreover, in Hartford almost any ordinary radio can bring in New York and Boston in addition to the local stations. However, four radio headlines tabulated in other cities—namely, Easy Aces, Edgar A. Guest, Lu and Emu, and Boake Carter—have no Hartford outlet and are not here listed for that reason, as meagre returns clearly indicated Hartford was unfamiliar with these programs.

Maxwell Show Boat was purposefully listed. This is the one program identified by name with its sponsor. Yet 16 out of 85 persons did not know the sponsor.

All the radio headlines or programs on VARIETY's questionnaire are well established. This is not a survey of program popularity, but of the extent of public familiarity with the advertiser involved with admittedly popular programs. 'March of Time' and Bing Crosby have new sponsors, but in general VARIETY purposely omitted such personalities who have new advertisers bankrolling them.

Next week: innepsis.

## GOODRICH TIRE MAY SPONSOR BASEBALL

Goodrich Tire Company may this summer go in for the broadcasting of local baseball games in various cities.

Contracts are now being negotiated with the National American League parks where the ban against mikes doesn't prevail.

### BAUME BENGUE DISCS

Alme Bengue has added WMAQ, Chicago, and WOR, Newark, to its list. Contracts are for two recorded shows a week over a period of 13 weeks. Don't Ross furnishes the entertainment.

Programs are those that were recorded while Ross was doing a series for the pharmaceutical account over the Yankee network last summer. Imprints came off the same wire piping the show from a New York recording studio, Ebers, to the key outlet of the Yankee link in Boston.

## Program Sponsor Identification

### HARTFORD, CONN.

(VARIETY tabulated 85 replies from the following persons: Housewives, 10; stenographers, 6; insurance salesmen, 7; clerks, 19; car washer, 1; dentist, 1; grocer, 1; athlete, 1; store manager, 1; vehicle inspector, 1; druggist, 1; theatre manager, 3; barber, 1; executive, 8; college student, 1; college professor, 1; school teachers, 2; maid, 1; telephone girl, 1; janitor, 1; unemployed, 1; corporation vice-president, 1; bookkeeper, 3; lawyer, 2; home economist, 1; secretaries, 5; saleswomen, 3; physician, 1.)

### (85 QUESTIONNAIRES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Eddie Cantor	78	
Amos 'n' Andy	77	
Maxwell Show Boat	69	
Rudy Vallee	66	
Ed Wynn	63	
Myrt & Marge	62	
Burns & Allen	53	
'Rise of Goldbergs'	46	
March of Time	36	
Jessica Dragonette	33	
Jack Benny	33	
Metropolitan Opera	2	
Wayne King Orchestra		
Harry Horlick		
Bing Crosby		7
Will Rogers		1
Joe Penner		
Casa Loma Orchestra		
Olsen & Johnson		
Paul Whiteman		
Phil Baker		

### EQUITY HEARING DELAY

Illness of John Shepard Set Talent Confab Back

Opening hearing on Equity's survey of talent conditions in radio has been postponed to Feb. 7. Meeting had originally been set for last Wednesday (31), but the illness of John Shepard, 3rd, chairman of the broadcasting code authority, necessitated calling it off.

Delay will allow the national web more time to marshal their replies to the AEA's findings and also objections to Equity's petition for union authority over mike talent.

## Erwin-Wasey Revives Minute Mystery Idea

### Chicago, Feb. 5.

Erwin-Wasey agency here is again agitating for the Minute Mystery show idea of H. A. Ripley whose idea is now running in the Chicago Tribune and other dailies. Agency is now dickering with several clients for possible etherizing.

Idea was up a couple of months ago for the Atlantic and Pacific tea company but fell through. Idea necessitates two broadcasts on one night. First broadcast for mystery episode, second broadcast two hours later to give solution. Usual angle is for listeners to wire in their guesses as to solution with winners announced same night.

## Hall NBC Program on Platters for Canada

### Chicago, Feb. 5.

Wendell Hall's Sunday shows on NBC for the P. W. Fitch company are being taken off the wire by the RCA Victor studios here for re-broadcasting on Dominion of Canada stations.

Being placed through the local Scott-Howe-Bowen office on 16 stations. To hit the ether by Feb. 15.

### Chamlee, Glade Set

### Chicago, Feb. 5.

Swift's Vigoro fertilizer show set with two guest artists, Mario Chamlee and Coe Glade. Each will have five broadcasts in the series of 10 Sundays on NBC.

Standard musical background will be the Karl Schutte orchestra and the Norsemen quartet.

### WALTER DEALEY DIES

### Dallas, Feb. 5.

Walter A. Daley, founder of WFAA, 50,000-watt, died here Jan. 30 at the age of 43 from a heart attack.

Survived by wife, son, parents, and three sisters.

## No Topnotch Femme Singers, Say Pluggers

For the first time in years radio, say music publishers, is without a woman warbler whom they regard as a topnotch plug. Currently without regular mike releases are such former standbys of the song pluggers as Ruth Etting, Kate Smith and the Boswell Sisters. Miss Etting debuts for Oldsmobile next week (13).

Rated as the four top tune salesmen on the air today are Rudy Vallee, Bing Crosby, Fred Waring and Paul Whiteman.

President Roosevelt's birthday broadcast last Tuesday night (30), which boasted the biggest hookup since March 12, turned out a disappointment to Tin Pan Alley.

Program contained lots of music but none of it nodded in the direction of T.P.A.'s latest output. Even the 'Home on the Range' number was a non-top.

## Inquiries Worth \$1 To Disc Advertiser; Must Pay Time Cost

Operating on a set arithmetic formula in spot broadcasting is the U. S. School of Music. Account figures its minimum cost per inquiry as \$1 and if a station doesn't buy the second broadcast produce enough inquiries to cover the time costs on this basis off comes the business.

All contracts are termed on the basis of two weeks plus 11 weeks. If the accumulative rate for the first two programs is \$100 and the two airings bring in at least 100 letters inquiring about the school's correspondence course the contract automatically extends over the other 11 weeks.

Account, which uses five minute discs, stipulates in all cases an early Saturday evening spot.

### Keifer Sets Programs

### Los Angeles, Feb. 5.

Jack Keifer, formerly manager of KMPG, Beverly Hills, Calif., and now handling radio advertising for MacMillan Petroleum, goes east next week to set programs in the middle west and the east.

He will arrange for discs for middle west stations and set spot announcements in the east coast stations.

## New York Boy Makes Good in Small Town

## Singing Motorman

### St. John, N. Feb.

Charlotte, N. C. Ted Doolittle, radio comedian with York experience, returned here recently to marry Lorice Rucker. Last week he had two mikes on a gratis program over WBT for the President's Ball. He was very funny during those two minutes.

Next day H. J. Allison, local business man, appeared at the station and signed Doolittle for a series of 12 commercial programs.

Stanley Paxton, who is a strict motor cyclist on the highway when not warbling in baritone from CERO, took the count in a collision between his trolley car and a sled.

Angry teamster's first collided with the singing motorman's button. Paxton was unconscious for about two hours, his head having struck the ice, when flattened. He was stretched out on a car seat while in coma. Teamster was fined \$10.

## Chain Income from Time Sales

NBC			
1933	1931		
\$2,136,072	\$1,386,886	\$2,136,072	\$2,026,860
CBS			
1934	1931		
January	\$1,386,072		\$692,114

## Columbia's Socko \$1,386,072 for January 47% Over Last Year and Is Best January in Web's History

In the stride toward business recovery Columbia continues to outpace NBC. CBS for the first month of 1934 piled up the biggest January gross from time sales in the history of the web. Last month it did \$1,386,072, or 47% better than the tally for January, 1933. CBS' previous January high was in 1932 when the network accumulated \$1,348,842. Indications are that CBS this month will achieve a record monthly take for all time. Top gross on the CBS books the \$1,436,000 for March, 1932.

NBC last month garnered from facility disposals \$2,373,923, or 26% above the January, 1933, total of \$1,869,886. Earnings for January of this year were still 10% under the network's record January. In January, 1932, the NBC time gross was \$2,635,447.

Newcomer account which in itself should give CBS enough income to make the current month a record grosser for the web is Fred Macdonald. Latter made his bow last Sunday (4) on a hookup of over 60 stations with the car maker's schedule calling for two such half-hour links. Breakup of the NBC figures for January gives the red (WJAF) link \$1,300,708 and the blue (WJZ) \$975,239.

## JAMES BARRETT TO EDIT AIR NEWS

James W. Barrett, former city editor of the New York American, has been designated as head of the bureau through which the press associations will clear the news items for broadcasting purposes. Date for the shutting down by CBS of its own news collecting organization is Feb. 23.

Ad agency execs, who sought last week to obtain from CBS an interpretation as to how the agreement between radio and the press would apply to news commentators on their payroll, were referred to the following paragraph in the pact: "The broadcasters agree to arrange the broadcasts by their commentators in such a manner that these periods will be devoted to a generalization or background of general news situations and eliminate the present practice of the recital of spot news. One of the querying agencies was J. Walter Thompson with Walter Winchell's stint for Jergens the point at issue.

National Association of Broadcasters did not become a signatory to the pact. Reps from this organization merely sat in at the various conferences as observers, which means that the indie station can accept or leave the feeding arrangement as worked out between the networks and press association. Latter two parties, however, as stipulated in the protocol, are called upon to prevail upon the newspaper-owned stations and indie owned stations-to-abide-by the agreement on news broadcasting.

NBC and Columbia will each have a delegate on the committee appointed to supervise the functioning of the press associations' news clearing house for radio. CBS has appointed Paul White, who is in charge of that network's special news events department, while the NBC designation is Frank Mason, v.p. in charge of publicity.

## RADIO PLAYHOUSE NOT NRA CONCERN

NRA has taken no position so far in the controversy between legit code authority and broadcasters over Columbia's use of Hudson Theatre as a studio and distribution of Annie Oakleys to interested spectators. Attitude of the Government is that this is a matter involving the two industries rather than violation of any code provisions and that the way to settle the matter is for the outlets concerned to try and negotiate an agreement. Suspicion that NRA sympathizers with the theatrical group is based on fact that no overt disapproval has been displayed of legit code authority's invitation to the film industry to join forces in combatting latest type of competition.

## GENE-GLENN BOTH DIVORCE OAK PARK

Cleveland, Feb. 5. Both Gene Carroll and Glenn Rowell, known on radio as Gene and Glenn, are suing wives for divorce. Gene, who does 'Take and Lena' impersonations, is asking a decree from Mrs. Mary Carroll of Oak Park, Ill., on grounds of gross neglect of duty. Married in Chicago, Dec. 22, 1921, they have three children. Glenn, his piano-and-song partner, filed suit Jan. 9 on complaint that his wife also in Oak Park has been willfully absent for more than three years. They were hitched in St. Louis, May 29, 1918, and have two children, 16 and 5.

Team of radio singers is now doing a series of Saturday night personal appearances at indie Allen besides WTAM broadcasts. Shows made up of WTAM talent, booked by Warren Wade.

## 'Dreams' Loses Sponsor

Chicago, Feb. 5. Battle Creek products this week drops all sponsorship of the 'Painted Dreams' show which has been on WGN and a Columbia hookup. Appears that the sponsor is unwilling to continue the money outlay for this program and will return to the ether immediately with a less costly setup. Likely to stick on WGN with a twice-weekly musical program.

'Dreams', a daily drama, reverts to a sustaining spot on WGN, the Chicago Tribune outlet.

## BERNIE'S COAST ARRIVAL

Hollywood, Feb. 5. Bernie who is coming here for Paramount's 'Great Magoo', will arrive Mar. 4 and will broadcast his Fabat Blue Ribbon hour from here while on the picture.

Ralph Farnum is lining up great artists from pictures to appear on the Bernie coast-emanating programs.

## FILMS TEST PARKER

Metro pictures is testing Frank Parker of radio for a filmusical. MG also was testing Phil Regan, radio-phonograph warbler, but Warners signed him first.

## NEW NBC CENSOR

Lyrics Again Get Official Inspection In Advance

Censor of song lyrics has been revived at NBC because Walter Koons, musical program supervisor, thinks that too many suggestive verses have slipped by of late. In a letter addressed to the music publishing trade, Koons last week called the latter state of affairs to its attention and asked that a copy of all new compositions be submitted for moral approval by William J. Dolly of the program departments staff.

NBC appointed its first lyric censor over a year ago but when this pioneer of the blueprint, Joe Higgins, quit a few months ago for another job the practice of demanding a pre-look at all new songs dwindled into disuse. Koons in his letter averred that the publishers by co-operating with him will avoid listener embarrassment for NBC and at the same time save them the expense of having to reprint their professional sheets. From now on, he warned them a lyric censor has been submitted in ample advance for a once-over by Dolly will automatically be tagged barred from an NBC mike.

## HOTELS MUST PAY CBS LINE CHARGES

All new spots added to CBS' schedule of sustaining and pickups will from now on be obliged to pay the line charges. Rule put into effect last week allows for no exception regardless of the popularity standing of the combo or whether the network's artist bureau has an exclusive management contract with the unit.

Web previously hadn't been so particular about having the hotel, cafe or nightclub reimburse it for the toll charges made by the telephone company. Fee has frequently been passed up in the cases of bands booked through the CBS artist bureau or where an outside managed aggregation was amenable to splitting on the commission or coverts. Under the new rule if the spot operator declines to pay the line toll the band itself will have to dig down, or else.

Isabel Dickason, secretary to John Henry at KOIL, will marry Ernest Stowe, non-pro, June 7 in Council Bluffs.

## Logrolling Headliners

Logrolling is a growing tendency among radio performers. Invariably the chief offenders are the big headliners. Lesser performers would not dare take such liberties, and if they did would be sharply corrected by either the sponsor or the station.

Logrolling is that custom of a group of persons in the same profession who throw bouquets at one another. It's the old political dictum, 'You scratch me and I'll scratch you'. But logrolling in the unsuited, blatant fashion, all too frequent on current radio programs, is not just something to be indulgently shrugged away. It's something for sponsors and networks to consider.

Publicity feuds, like those between Bernie and Winchell and Cantor and Jessel, might be defended as stirring up talk, curiosity and building bigger audiences. At least there is an effort to wrap up the publicity in something to disguise the logrolling as something else. But there is little excuse for that small army who habitually mention all their friends in the profession for no reason more worthy than the reciprocal fact that their friends mention them.

This is not entertainment. Often the remarks aren't intelligible to anybody except a few pals. As bad as this sort of thing is on a vaudeville stage, when a comedian works to a handful of friends in the first rows, its doubly unparadigmatic over the air.

This logrolling is an outgrowth of the free publicity-grabbing web that has swelled so enormously in recent years. If it were just an occasional side-reck, or so-called 'local', nobody would mind. But it's getting to be close to a nuisance and probably is annoying to the public.

Sponsors can't assume that an actor's wisecracks about other actors are funny to the public at large. Rarely they may be. Usually it's just an excuse to slip in a 'plug and wait' for the other fellow to reciprocate. It may be building up actors but it's not building good programs.

Rudy Vallee mentions everybody, but this is not logrolling as here meant. There is a difference between giving credit to authors, colleagues and collaborators and dragging in outsiders without rhyme or reason.

Some production men attached to advertising agencies tend to associate socially with professionals so much that their judgment on such matters is faulty. Actors are notoriously fond of ad libbing and other pranks which radio sponsors should curb for the good of their programs if nothing else.

## Walter Damm Explains Facsimile As Experimentally Tried by Journal

### Dusting the Attic

(For the 'way-back-when' present day radio names, VARIETY will exhumate its New Acts files on vaudeville which go back over a period of 28 years.)

(June 5, 1921)

**BURNS AND LORRAINE**  
Songs and Dances  
11 Mins.; One American

Two clean-cut chaps in sack suits doing a song and dance routine. Opening with a jazzy published number, the boys go in for impersonation, one taking dancers, with partner, singers, Cantor, Leonard and Jolson are used for singers by one boy, with Rooney, White and Cohen for the dance mimicry by the other. Both handle their bits well.

The turn travels at a good speed, the boys having sufficient magnetism in their work to hold attention, with the present turn showing signs of developing them into a standard act.

The 'chaps' were Nat Burns and Billy Lorraine, respectively. The Burns is George N. Burns. A bit later he met Grace Allen, who was dancing in a Scotch flax act. Before Burns and Lorraine it was Burns and Burns (Al Birnes) and then Burns and Jose, latter a ballroom dancing act.

## GULF OIL SAYS WILL ROGERS UNCENSORED

Gulf Oil yesterday (Monday) gave Will Rogers a contract tying up his air services for the balance of the current year. In all it covers 23 broadcasts following the run of his present series which terminates March 4. Rogers will return to the Sunday night stanzas in June.

Refining company also took occasion yesterday to send out a press release denying that any attempt has been made to muzzle the monologist's comments on affair governmental. Commercial declared that it has at no time suggested to Rogers that he temper his remarks about the NRA or the Roosevelt administration.

George M. Cohan steps back into the Gulf session, March 11 for eight weeks.

Milwaukee, Feb. 5. Milwaukee Journal experimental facsimile broadcasts which start Feb. 21 are, of course, of quite separate from WTMJ, the regular Milwaukee Journal station. Facsimile transmitters is called WJXAG.

Milwaukee Journal in further elucidation of its facsimile experiments points out that the listener requires a receiving set capable of picking up signals of 1,652 kilocycles and, in place of the usual loudspeaker, a radio pen to travel across a tape of paper. These facsimile receivers are not available as yet on the open market and the Journal doubts if they will be very soon. Among various methods now being used experimentally for facsimile it is not yet clear which technique will ultimately be standardized.

Pioneer association first with radio and later with television led to a natural curiosity in facsimile by the Milwaukee Journal. John V. L. Hogan, New York City engineer, invented the type of facsimile used by the Journal.

In answer to the possibility of sponsorship the Milwaukee Journal through Walter Damm, broadcast leader, explains that doubt exists that facsimile is capable of presenting a highly perfected regular program schedule. Broadcasts will primarily interest the scientifically-minded for the time being and, while programs of interest to such persons will be sent to newspapers, the Journal has no present expectations of achieving anything but knowledge and experience in a new development.

Milwaukee Journal doesn't seriously consider facsimile any more than radio or television at substitute of successor to newspapers. A supplement perhaps when perfected, but that's all. Journal's idea is that if facsimile does go places it's far better for the newspapers themselves to have the control of the development and its application.

## DON LEE SUES FRC IN WASH.

Washington, Feb. 5. Radio Commission's policy on sale of broadcast stations will be one of key issues in legal test of the recent decision in favor of stations KTM-KELW, Los Angeles, and the Los Angeles Evening Herald.

Charging commission ruling involves more than two dozen legal errors, Don Lee Broadcasting System has taken appeal in District of Columbia court and accused Federal agency of condoning trafficking in licenses.

Don Lee system complained that effect of commission decision in bitterly-contested case is to deny an applicant shown by the record to be qualified and experienced from every standpoint the right to serve a locality which is shown to be in need of service and to grant to an applicant shown to be unqualified and inexperienced the privilege of retaining the facilities applied for in a locality which is shown without dispute in the evidence to be one of the most radio congested areas in the United States.

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# 1st ANTI-WEB COMBINE

## Prospects Dim for Hard Liquor; FRC, Stung by Criticism, Rules Booze 'Legal but Not Desirable'

Washington, Feb. 6.—of Federal Radio Commission to put radio stations who broadcast liquor advertisements on the spot generally received approval from dry members of Congress last week.

Pointed commission announcement calling attention to the fact that renewal of licenses depend upon showing of continued public interest was hailed by advocates of drastic advertisement regulation as first sign the Federal agency is coming to life. Particularly pleased was Senator Dill of Washington, chairman of Senate Interstate Commerce Committee and leading critic of commission's do-nothing policy.

Refusing to discuss the merits of banning liquor advertising for moral reasons, Dill said he felt the commission is entirely within its rights in putting stations on the defensive. While not informed about plans for WOR or WNAC, Boston, to make test cases, Dill remarked when you get off the air it's another thing to get back on.

### Snapping Whip

This announcement by the commission shows it is beginning to exercise the power given it to make certain that broadcasting stations are operated in a manner to serve the public interest, Dill said.

Carefully-worded statement by the commission left no doubt that the government is determined to take action which will alleviate the mountain of criticism of offensive advertising and was construed throughout political circles as merely first step in carrying out a new policy. Statement said: "The Federal Radio Commission calls renewed attention of broadcasters and advertisers to that section of the Radio Act of 1927 which provides that stations are licensed only when their operation will serve public interest, convenience and necessity, and asks the intelligent cooperation of both groups insofar as liquor advertising is concerned."

"Although the 18th Amendment to the Constitution of the United States has been repealed by the 21st, and so far as the Federal Government is concerned there is no liquor prohibition, it is well known that millions of listeners throughout the United States do not use intoxicating liquors, and many children of both users and non-users are part of the listening public. The commission asks the broadcasters and advertisers to bear this in mind."

"Commission will designate for hearing the renewal applications of all stations unimpaired of the foregoing, and they will be required to make a showing that their continued operation will serve public interest, convenience and necessity."

Newspapers strongly support efforts to retain to themselves alone distiller advertisements. Once radio was generally opened to gin and whiskey publishers fear the new-found business would quickly hop onto the kilocycles.

Meanwhile, of course, the dries still have much political influence, and radio is admittedly vulnerable through its intimate contact with the family circles of America.

### PITTSBURGH FIRM STARTS

Pittsburgh, Feb. 5. P. Duff and Sons, molasses manufacturers, start a radio disc test series this week for a new prepared gingerbread mixture. Product is comparable to Bisquick also a big radio advertiser.

Wax series made by World Broadcasting starts over KDKA, Pittsburgh, WGY, Schenectady, WCAU, Philadelphia, WOR, Newark, and WGBE, Buffalo. Spelling by a Mrs. Riley.

B. B. D. & O.

### Bowen's Claim

Scott Howe Bowen, who has been traveling extensively the last several weeks in connection with the organization of his group plan, is claiming to broadcasters that in the past six years the Bowen organization has placed around \$10,000,000 in advertising with radio stations.

Meanwhile, in New York last week, the other principal exponent of wax, World Broadcasting, was reported having obtained the necessary financial guarantees and was going ahead with its pretentious undertaking to build an elaborate library. Service is scheduled under present reports for March 1.

### WLS Forgets Option

## Clause; Stays with NBC Another Year

Chicago, Feb. 5. Neglecting to read their contract has tied up WLS with NBC for 12 more months. Deal with the network states that WLS must notify NBC 60 days in advance if it wants to terminate its contract at each yearly renewal date.

Three days after optional date had passed WLS received a note from NBC saying that since the station had neglected to take advantage of the notification clause that the contract was automatically renewed for another year.

WLS has been angling for a breakaway from all networks for some time figuring that it can make more on its own than with affiliations.

## CHATTANOOGA DAILY EASES LOCAL LIST

Chattanooga, Feb. 5.

Chattanooga Times, morning daily, has eased its rules against radio program publicity. In connection with a new radio advertising page, programs of local WOOD (CBS) and NBC chains are printed weekly. Formerly only Associated Press "Around the Radio Clock" was used local programs being ignored.

Chattanooga News, afternoon daily, gives no radio publicity. The Times page, however, is not necessarily permanent.

## Powel Crosley Heads Baseball Syndicate

Powell Crosley, prez of the Crosley Radio Corp., which operates WLW and WSAI and is one of the largest radio set manufacturing firms in the country, heads a syndicate that takes over the Cincinnati Reds.

As a fall-ender in the National League during the past several years, the Reds have been a financial bust, causing Sidney Hill to lose a fortune. Cincy is hot for the diamond sport, but "ill supported" only a first division team. "Heavy dough must be forthcoming to buy pitchers and players to strengthen the lineup. To bolster civic pride in the club, it is necessary that the backing come from a native who is in the bucks and a sportsman. Crosley fills the bill perfectly. Since climbing in the radio field, he has gone in for flying, yachting, fishing and hunting in a spirited way and has likewise proven a humanitarian."

## BOWEN OPENS TRAIL-BLAZING

Veteran of Spot Broadcasting  
Readies New Setup as  
Innovation—Will Bind 20  
Stations in Key Centers  
Into Selling Group

### STARTS AT ONCE

Spot broadcasting's first combine, organized for the purpose of putting the indie station operator in a position to compete directly with NBC and Columbia, makes its bow this week. Included in the project to date are some 20 stations located in the largest cities that make up the basic territory east of Chicago and St. Louis. Incorporators of the proposition are calling it Group Broadcasters, Inc., and meet Wednesday (7) in New York to elect officers and a board of directors.

Creater of the group selling idea as applied to major outlets spread out over the basic territory is Scott Howe Bowen, one of the pioneers in the station representative field. As head man and stockholder in Group Broadcasters, Inc., Bowen will cease to represent or place business upon any local stations which are in competition with the members of the G. B. enterprise.

Though for the start advertisers will have some 20 stations available to pick from under the G. B. plan they will be permitted to limit their group buys to 10 stations. "But under no circumstances will a contract be signed for less than that number of stations. Rates charged for outlets aligned with Group Broadcasters will be the same as the prices asked for them by the national webs with which these stations are affiliated."

### Talent at Cost

One advantage that this proposition offers the commercial has to do with program recording costs. Bowen has tossed into the project his Byers Recording Laboratories. Not only will a client of Group Broadcasters be given recording work gratis, but the Group will charge him nothing for producing the show. Only item that the advertiser will have to foot is the talent costs.

Group will operate on a co-operative basis, with Bowen assigned the exclusive selling rights of the stations involved as a group. His contract with the combine is for three years, and in a few months after this enterprise has been more widely organized it is his intention of withdrawing entirely from the business of selling stations on a competitive basis. When this situation is brought about the general station representative field will be left to a single organization, the World Broadcasting System.

Included among the outlets that have allied themselves with Group Broadcasters are WOR, Newark, which will take care of the Greater New York area; the Yankee network, which takes in New England; WLW and WSAI, Cincinnati; WGR and WKBW, Buffalo; KMOB, Kansas City; WKH, Cleveland; KWK, St. Louis; and CKLW, Detroit. Within the next week Chicago will be represented in the spot broadcasting combine. Signature of one of the two leading indie outlets in that city is expected by this time. Other towns within the basic area that have membership in the Group are Indianapolis, Philadelphia, Pittsburgh and Washington.

Directorate of Group Broadcasters, Inc., will consist of either nine or ten charter members. "This same roster will function as an executive committee, and the entry of other stations into the Group will be according to the latter's approval."

Bowen describes the Group Broadcasters, Inc., plan as analogous to the Metropolitan Sunday Newspaper Group, organized several years ago, with the Chicago Tribune

## Ft. Wayne Station Rents Theatre; Will Present Radio Stage Shows And Motion Pictures at 10-25c

### Russian Interest

Results of the new entente between the U. S. and Russia are already felt in American broadcasting.

Heinz, which bankrolls a.m. household economics program on NBC, has received a stack of letters asking the canner to include in the airing of culinary recipes some samples of the Russian variety.

Fort Wayne, Feb. 5.

WOWO acquires its own radio playhouse in leasing Broadway theatre and renaming it the Indiana. Special radio broadcasts from stage get underway immediately with Barnyard Jamboree, using 30 people, on every Friday night.

This deal ends negotiations which station has had with Embold theatre, leading first-run house. Station could not come to agreement with management. New Indiana is out of downtown district and seats 800.

Gerald Newton, formerly with KGO and more recently on station's announcing staff, goes in as house manager. Medford Maxwell, announcer, will m. c. stage and radio presentations. Remodeling includes a larger stage with a sort of runway effect across the floor.

A general admission charge of twenty-five cents for adults and ten cents for children is to be made. Also feature films in addition to broadcasts. For the opening "State Fair" is announced and is ideally suited for farm frolic type of broadcast which follows. Station expects to eventually present at least three radio shows a week from stage. So far the jamboree is the only one definitely set.

Sam Silverstone, of artists bureau, scouting for extra acts to put on. Barnyard Jamboree runs a full one-hour and a quarter with 45 minutes of this over the air. F. C. Zieg, president of WOWO, handled negotiations. Theatre has changed hands several times during past 12 months, but is in very good condition and the equipment is entirely modern. Extensive advertising and ballyhoo already started with public much interested.

## ELECT MASLIN DESPITE WFBR STRIFE

Baltimore, Feb. 5.

Robert Maslin was re-elected president of Baltimore Radio Show, Inc., operators of station WFBR, at a meeting of the board of directors and stockholders here last Thursday (4). Three new members were named to the directorate, Harold W. Batchelder, elected vice-president and treasurer; Andrew Hilgartner and William E. Katenkamp. Latter is president of the National Chemical Bank. Other officers and directors re-elected were Hope Harrell, Jr., executive vice-president; Joseph Imbrogullio and Bo Maslin, Jr.

Election was finally effected two weeks after schedule due to injunction preventing ballot casting obtained fortnight ago from Judge Eugene O'Dunne by Wallace Bryan on behalf of Alfred Bohme, one year's vice-president; H. Griffin and Morris Mechanic. Junction for delay of election filed against Maslin, pres., and Harrell, trustee, on grounds that disputes existent at that time over control of a third group of company's stock nullified the election. Bohme and his get-together for election. Court action followed disputes over manner and policy of WFBR's operation rampant among the stockholders during 1933.

With the failure of the court-injunction, outside faction to obtain place on the officers' tablet for the coming year, it is seen, though not as yet officially stated, that last year's controlling group has definitely secured the nomination and approval of the third, and hitherto unaligned, group of stockholders.

## Indie Station Fights Phone—Power—Press Monopoly by Canvass

St. John, N. B., Feb. 5.

A petition has been started by C. A. Munro, proprietor of CFBO, a local broadcasting station, in opposition to the establishment of a rival broadcasting unit in St. John. In behalf of Munro, several canvassers are calling on householders, merchants and others within 100 miles of the station, asking all radio set owners and others to sign the petition which seeks to bar the opening of the second local station. It is contended there is no need of the second broadcasting entity, and that the prevailing facilities are adequate. The petition, when sufficiently signed, will be sent to the Canadian Radio Commission, at Ottawa, Ont.

It is contended by Munro that the plan of H. P. Robinson, representing the local telephone power and press monopoly, is to extend the monopoly to the air, by driving out the existing station, if the present owner continues his refusal to sell out to the public utility and newspaper group. Employees of Munro are soliciting the signatures to the petition from house to house.

and the New York News as the nucleus to sell rotogravure section advertising on a lump sum basis. Rate for 11 newspapers in 11 cities per page was \$18,500. Although opposed at its inception by the powers that be in the American Association of Advertising Agencies, the newspaper project developed into one of the most successful things of its kind in the field of print advertising. Similar opposition to the Group Broadcasters plan has come from the Four A's on the ground that it is by policy still opposed to selling advertising "on a combination basis."

Bowen aver: he has described the G. B. proposition to the heads of leading advertising agencies and received their approval to its advantages to them, and their clients. In explaining why the spot broadcasting combine has limited itself to the basic area Bowen pointed out that an analysis of cumulative air expenditures by advertisers over a period of six years developed the fact that half of each dollar was spent among 12 cities in this basic territory. The group he has organized, says Bowen, offers effective coverage over territory containing 65% of the country's population and 75% of the total income. Principal concern of the Group Broadcasters idea is to cover the country's major markets, and Bowen feels assured that this problem has been completely taken care of by the station setup represented by the new spot broadcasting combine.

### New Show for Iodent

Chicago, Feb. 5.

Iodent tooth paste is beating around for a new radio idea. Have decided to wash up the present disc series with "Black and Blue Detect-a-tives" by April 1.

# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNT: STATION WOR, NEWARK, FOR TASTYEST GIN

New York. WOR, Newark, pulled a publicity stunt last week to which the New York dailies took hook, line and sinker. New York Times gave it a box on page 1, while the Tribune also four-walled it and gave it spotlighting spot 2.

Story was to the effect that when the station got around Friday night (2) to broadcasting the Tastyest gin program, the announcer would ask those listening in from dry states to tune out for the next program is not intended to offer alcoholic beverages for sale or delivery in any state or community wherein the advertising, sale or use thereof is unlawful. Story also gave the program as the first backed by a hard-liquor account in the East.

John Shepard's WNAO, Boston, has for the past six weeks been plugging both a gin and a whiskey brand. This Yankee network kept also was the first to call attention to the listener that the programs was not intended to offer alcoholic beverage for sale, etc. in dry areas.

## Big Scout Rally

New York. Though the President's address to the Boy Scouts of America will be available to both radio and television Saturday (10) CBS has arranged to get the majority of scout ears through a theatre and auditorium tieup obtained the use of the Radio City auditorium and picture houses in which to gather the youngsters and pipe them the President's message.

In New York it will be the Hippodrome while in Brooklyn the 14th Regiment Armory has been okayed. St. Louis' scouts will meet in the Fox theatre.

## Pagant of Brides

White Plains, N. Y. Station WFAS has arranged a special broadcast in a tie-up with the Ladies' Auxiliary of the Catholic Church for "Pagant of the Brides." This will be heard Feb. 7.

Same idea could be adapted for any community wanting a predominantly feminine appeal program for a one-time special splash. Tie-ups with smart shops are of obvious utility.

Latest fashion hints and comment plus human interest anecdotes on marriage customs from time immemorial are woven into the program. An hour's research in the public library supplies plenty of material.

Lots of scope for the imagination of local script-writers in the capitalizing of local conditions.

## Market Giveaways

Canton, O. Jack Jones is back to town handling a deal between WHBC and

the Arcade market, composed of a number of concessionaires. Jones broadcasts three times weekly. Tie-up between radio public and market is obtained through the device of giving away basketfuls of groceries.

## Beech-Nut's Test

New York. First giveaway made by Beech-Nut in connection with the 'Red Davis' serial (NBC) has drawn over 150,000 inquiries. Packer put the thing on to find out what class of listeners were giving the program regular attention. Offer, consisting of a photo of any member in the cast, was delivered on three successive broadcasts. Series comes up for renewal Feb. 23.

## 50,000 Watts Use Needle

Schenectady. Radio showmanship is at ebb tide on such programs as WGY's so-called 'Musical Clock.' That's a bunch of phonograph records interrupted by loud, frequent, price-studded cuckooing on behalf of the Frehofer Baking Company.

This might suffice on a 100-watt station in some mill town, but as a 50,000-watt it's stalling. At eight o'clock in the morning.

## iction Interviews

New York. NBC celebrates Wednesday (tomorrow) the 12th anniversary of Dickens' birth with a special half-hour program will be devoted to dramatizations of episodes from Dickens' works while the latter half will bring the more popularly known characters from the stories to the mike for interviews by Announcer William Lundell.

## ing Government

Baltimore. Sun has framed a series of three broadcasts over WCAO to develop a better public understanding of what CWA and EWA stand for. Sun thinks public is ignorant of these very vital national objectives. Broadcasts are 15-minute interviews of Sun editorialists and Government Relief Administrators. WJEB, Hagerstown, will pick up the programs.

## Political Forum

Tacoma. KMO's political forum is attracting large numbers of listeners. With city election not far off station management decided to concentrate politics into a certain period and advertise it. Those who want to hear the lowdown and scandal can tune in at 8:30 p.m. and listen to the windbags and get their fill or turn the dials. It's fair warning in advance.

KMO is looking candidates on the sales talk that since the whole city is interested the specified hour will mean more listeners. Reversely, KVI (Seattle) is selling a time to the city hunters on a basis of when they can give time.

# Inside Stuff—Radio

Casa Loma unit has solved the jam resulting from the method it used in paying off the Camel program standby money agreeing to turn the entire sum, \$720 a week, over to the relief fund of the New York Musicians' union. Because of its status as a non-local unit Casa Loma is required to abide by the standby regulation, which in this case means 15 men at \$48 a piece.

Since joining the Camel payroll the band has been singing out for itself the local men it considered needy of the standby money. Other members of the union objected to the arrangement and the ensuing friction prompted the local to suggest that all the money be deposited in the relief fund.

Band starts broadcasting from Camel from the Essex House Feb.

CBS' week took tally of its sustaining, schedules and from the arithmetic setup deduced that Columbia was doing more than NBC to foster listener goodwill toward the network class of entertainment. On CBS where there is no charge for sustaining shows the average hookup for the week of that classification of program consisted of 38 stations. On NBC's red (WEAF) network the average group of stations for a sustaining session ran to 20, while the blue (WJZ) loop came off with an average of 21 outlets.

Columbia's statisticians also pined paper and pencil in connection with commercial sessions and found that a CBS client averaged 25 stations. On NBC the average red link customer obligated himself for 28 stations and average blue loop supporter for 22 outlets.

NBC is making a drive for out-of-town patronage on inspection trips of its new studios in New York. Brief announcements of the tours are broadcast over affiliate stations a number of times each day.

The 40c. admission charge is not definitely stated.

Though Hearst is scrambling through Chicago trying to pick up a station to make up for the loss of KTW, the Herald-Examiner station, it appears that this transmitter will not shift to Philadelphia before fall. According to reports KTW is stalling for time and evidently angling to remain in town for the World's Fair this summer.

Pond's cream won't have to pay royalties on the script that Maude Adams is scheduled to play on the cosmetic maker's NBC session this Friday (9) night. Author of 'Marching Song' is Herschel Williams, who had the playlet performed on one other occasion. It was five years ago and it had to do with a contest staged by Le Theatre du Vieux Carre in New Orleans.

# CRAIG EXPLAINS ALLEGED INJUSTICE

Walter Craig, formerly head of the 'Production Broadcasting System' (wax) production department, made denial on Monday (5) of charges contained in the radio report filed last week with the code authority by the Actors' Equity Assn. An actor told Equity that Craig had put over a 'quick one' at the last week's complete a cast without adding to the expense.

Craig avers in his reply to Equity that it was a house policy at World not to pay actors for auditions, and that his secretary so informed the actor in question. Allegation that World paid some actors and not others was untrue, Craig states.

What actually happened in this particular case was that Fay Bainter, the star of the proposed program had paid a couple of actors out of her own purse. That had nothing to do with the World's policy, which Craig points out was, and is, generally known to all radio actors.

Craig's exception to Equity accepting unsupported evidence in such a matter, pointing out that he is a member and bears a gold star on his chest to prove his loyalty to Equity has been more than perfunctory.

## IT'S AN ART

University Has Course in Radio Script Writing

Oklahoma City, Feb. 5. University of Oklahoma has dignified radio writing by establishing a course in that subject as part of its curriculum.

Recent lecturers before the class include Gayle Grubb, WKY studio manager, who discussed continuity. Daryl McAllister, WKY program director, who discussed sound effects and musical accompaniment, and Paul Kennedy, who spoke on radio playwriting.

Washington Square branch of New York University conducts a course on 'Radio Orientation', with John S. Young, NB announcer, lecturing.

## Wonders' Load-Lifter

Roy Wilson has been taken out of web's production department and assigned to the CBS Artists Bureau with the title of business manager. Purpose of the shift was to relieve Ralph Wonders, the bureau's mgr., and his assistant, Peter DeLima, of detail and allow them to devote their time to travel, talent discovery and selling.

In the production department Wilson's designation was assistant chief director. Don Ball, the network's second oldest announcer in point of service, has been assigned to the latter post.

## HERE AND THERE

WCAE, Hearst-controlled Pittsburgh 'Sun-Telegraph' station here, plotting big dedicatory program for its new transmitter Saturday night (10). Both red network and western chain of NBC will salute local broadcasting outfit with Ray Perkins acting as m.c.

KFAB-WBMB sync, as far as Lincoln is concerned, went off without a mishap, but engineers are not making any wild assertions about how excellent the duo broadcast is on this end, until they're more sure of the operation.

## Jay Whidden in Frisco

San Francisco, Feb. Jay Whidden's band comes in from Los Angeles to open at the Hotel Mark Hopkins next Monday night (12), following Herbie Kay, who soars twice a week. Whidden in indefinitely, with a possibility that Grif Williams' band, now at the Edgewater Beach club here, may come in later.

Not set but it's also possible that Whidden may get the band assignment on the Sh-L-H show on Don Lee-CBS, after Horace Heidt bows out of it two weeks.

Abe Lyman because of poor health, has decided to withdraw his band from its present stand, the New Yorker, and devote it exclusively for the ensuing eight weeks to his two radio programs under the Phillips milk of magnesia banner. He plans to spend the stretch between Sunday and Thursday commercials each week at winter resorts in the south.

# New Business

## On Wax

Sterling Products (Bayer Aspirin), 15 half-hour weekly discs, entitled 'Lavender and Old Lace' goes to 30 stations this week. Placed by Blackett-Semple-Hummert. Talent includes Frank Munn, Madelon Gist, Bert Hirsch, Gus Haenschel. World Broadcasting.

R. L. Watkins (Dr. Lyons Toothpaste), 15 half-hour weekly discs starting this week. Through Blackett-Semple-Hummert. Talent includes Tamara, David Percy, Frank Dutcher, Jack Parker, Gene Rodemich orchestra. World Broadcasting.

Bristol Myers (Ingram's Milkweed Cream), releasing 15 15-minute discs. Thompson-Koch agency, Cincinnati. World Broadcasting.

Gillette Razor adds 32 stations to 88 already contracted for one-minute announcements. Ruthrauth & Ryan agency. World Broadcasting.

## CHICAGO

Evans Fox Co., Chicago, three 15-minute shows, using the Musical Fantasy program on Sundays and Homemakers' Hour on Wednesdays. (Auspitz and Lee agency, Chicago.) WLS.

Chestnut Hatchery of Chestnut, Ill., series of six five-minute announcements, beginning 11:45 a.m. 11:55 a.m. on Wednesdays and Fridays. WLS.

Pathfinder magazine renewed for Mountain Memories show for 13 weeks, each Saturday at 10:30 p.m. for 15 minutes. (First United Broadcasters, Chicago.) WLS.

Armand Co., Chicago, Starting Feb. 12 and weekly, 15-minute radio disc featuring the Charlie Agnew orchestra. (Reinke-Ellis-Youngren and Finn agency, Chicago.) WGN.

Gillette Razor Co. Starting Feb. 5 for 21 days 15-minute shows for Quinn Ryan's rebroadcasts of famous events. (Ruthrauth and Ryan agency, Chicago.) WGN.

Bayer Aspirin Co. Starting Feb. 11 for 13 weeks 30-minute recorded show on Thursday at 9-9:30 p.m. WGN.

Hamlin's Wizard Oil, Chicago, has contracted for one 50-watt announcement six days a week at 1:35 p.m. on till forbidd. WLS.

M. E. Gold Remedy, of Clinton, Ill., has contracted for announcements daily preceding and following Julian Bentley's 11:55 a.m. news broadcasts. WLS.

Campbell Cereal Co., Northfield, Minn., 12-week series of children's programs with Hal O'Halloran and Malcolm Claire. (Mitchell Faust Adv. Co., Chicago.) WLS.

Benjamin Asaf Co., Chicago, for 'Heart to Heart' program, 6-6:15 p.m. weekly, starting Feb. 11 for 52 weeks. (Louis Westheimer agency, Chicago.) WGN.

Kosto Co. for two-week schedule of announcements daily except Sunday at 7 and 10:30 p.m. starting Feb. 12. (Ruthrauth and Ryan agency, Chicago.) WGN.

## LOS ANGELES

Gillette Safety Razor Co., KNX, two spots a night.

Knudsen Creamery Co., KNX, 60-watt spots daily until Feb. 19. (Emil Brischler.)

Chrysler Motors, KNX, Dodge division, three one-minute spots a night for 100 broadcasts. (Uthrauff & Ryan.)

E. G. Graham Elliott Co., KNX, 5:30-5:45 p.m., Homer Canfield, baritone, Wilbur Hatch, pianist. (Weinberg Agency.)

Cardall & Reeve (Nu-spread), KNX, 5:45-6:00 p.m., Fri. 5:30-5:45 p.m. Bill Mack and Jimmy, serial. (Campbell, Kellogg & Lohr.)

Eno Fruit Salts, KNX, Wed. and Thur., 8-8:30 p.m. Crime Clues. (N. W. Ayer & Son.)

## NEWARK, N. J.

Shenley Distilling Co. (Silver Wedding Gin), 26 weeks, starting Feb. 12, Mondays to Fridays, inclusive, 10:45 p.m., Boake Carter, news comment recordings. WOR.

Cushman's Sons, Inc., 13 weeks, Monday and Friday, 6:45-7 p.m., Ray Perkins. WOR.

Crowell Publishing Co. (Woman's Home Companion), renewal for 52 weeks, effective April 4, 15 minutes, Wednesday a.m. Shopping with Jean Abbey. WOR.

Bristol-Myers Co. (Ingram's Milkweed Cream), renewal for 13 weeks, beginning Feb. 12, 15 minutes, recordings. 'Through the Looking Glass With Frances Ingram.' WOIT.

Dodge Bros., 30 weeks, Tuesday,

Thursday and Saturday, Ford Frick's sports resume. WOR.

Nyal Co. (Ucatone and other medicinal), eight weeks, Wednesdays, 15 minutes, beginning Feb. 12. WOR.

U. S. School of Music, eight weeks, five-minute recordings, 'True Story Programs.' WOR.

Boysen's Apples, 13 weeks, beginning Feb. 7, Wednesdays, half-hour. WOR.

I. V. O. Pearls and Daily News, 13 weeks, beginning Feb. 11, Uncle Don reading the Sunday comics. WOR.

## BRIDGEPORT, CT.

A. & P. Food Stores, Bridgeport, 'Broadway Melodies,' electrical transcription, quarter-hour Fridays, 9:30 a.m. to 10:00 p.m., 13 weeks beginning February 2. WICC.

## SEATTLE

Century Brewing Co., six daily announcements each week on KOMO, starting Feb. 6, to run indefinitely.

Western Apparel Co., five announcements weekly over KOMO, started Jan. 30, to run indefinitely.

Proctor's (department store), series of 15-minute programs over KOMO and KJR; year's contract.

Gillette Safety Razor Co., series of 43 one-minute discs between Feb. 2 and Feb. 18. KOMO.

Hilly Bros. series of 26 five-minute discs over KJR, starting Feb. 5.

Chicago Engineering Works, one weekly announcement over KJR. Starts Feb. 6, to run indefinitely.

International Bible Students, additional half-hour on regular contract on March 25. KJR.

The Ranch (roadhouse), series of daily announcements over KJR, starting Feb. 20 for an indefinite run.

Archway Bookstore, announcements over KOL. Jan. 30.

Hugh Baird, two announcements each week, starting Feb. 4. KOL.

Crescent Mfg. Co., series of daily spots on KOL. Started Jan. 29.

## CHARLOTTE, N. C.

Chieftain Manufacturing Company, Baltimore, Md., 45 100-watt announcements Monday, Wednesday and Friday, beginning Jan. 29, 1934, ending Nov. 2, 1934, placed by Radio Sales, Inc., New York City. WBT.

DeWitt-Ware Lead Works, Chicago, Ill., 39 five-minute programs, beginning March 19, 1934; placed by Radio Sales, Inc., New York City. WBT.

Gillette Safety Razor Company, Renewal contract for 26 one-minute electrical transcription announcements, daily except Sunday, evening, placed by Radio Sales, Inc., New York City. WBT.

Glaxo-Albion Company, Charlotte, N. C. Twelve 15-minute programs, Sundays, Tuesdays and Thursdays, renewing Feb. 1, 1934, placed locally. WBT.

L. W. Moore, Charlotte, N. C., fifty-two 100-watt announcements, daily except Sunday, beginning Jan. 29, 1934. Placed locally. WBT.

M. L. Klein & Co., Menasha-Mulsion Co., fifty-two 100-watt announcements, daily except Sunday, beginning Jan. 29, 1934. Placed locally. WBT.

Monticello Nursery Co., Monticello, Fla., eight 15-minute evening announcements, beginning Jan. 29, 1934, days, beginning Jan. 30, 1934. Placed direct. WBT.

Mumismatic Co., Fort Worth, Tex., series 15-minute electrical transcriptions, 13 weeks, beginning Jan. 29, 1934. Placed by Radio Sales, Inc., New York City.

## DENVER

New Method Cleaners, 15-minutes, three times a week, three months. KLZ.

Denver Jewelry Co., one 100-watt announcement daily, three months. KLZ.

Primes Jewelry Co., two 100-watt announcements daily, one year. KLZ.

Hall-Davis Motor Co., weekly announcements, three months. KLZ.

Easy Housekeeping Shop, one 100-watt announcement daily, one month. KLZ.

A. A. Toothpaste, three preffered spot announcements weekly, three months. KLZ.

Davis Furniture Co., thirteen 15-minute programs, weekly. KOA.

Gillette Safety Razor, 25 one-minute spot announcements. KOA.

## CANTON

Thurin Carpet and Rug Co., thirty minutes, 13 times a week, Thursdays. Interior decorating talks, instrumental music. WAOC.

## SAN JUAN, PORTO RICO

Bonanza, 12 weeks, WKAQ. Placed by Conquest Alliance.

Maramilla Products, 13 weeks, WKAQ. Through Conquest Alliance.

Lever Bros. (Lifeguard Soap), 13 weeks, recorded serial. WKAQ. By Conquest Alliance.

## VENEZUELA

Bourjois, 12 weeks, WKAQ. Placed by Conquest Alliance.

Maramilla products, 13 weeks, WKAQ.

# European Wavelengths Reassigned; Temporary Confusion Terrific

changeover in wavelengths operated by more than 230 European broadcasting stations resulted in inextricable confusion, everybody interfered with everybody else.

As the week wore on, however, the situation seemed to straighten itself out, and it is now predicted that the Lucerne, which was intricately devised by experts last June to end chaos, not to add to it, may eventually work after all.

Part of the trouble resulted from stations not doing what they were supposed to do. Three French stations, for instance, kept their programs going during a period which was supposed to be set aside for testing, thus mixing every one else up.

Wild kicks kept coming over from England that no one could get Daventry because the Eiffel Tower, supposed to close down under the Lucerne plan, was staying right on. Later the British thought that maybe it wasn't the French at all who were drowning them out, but some Russian station, possibly Minsk.

The powerful Luxembourg station, allotted a short wave according to the agreement, stayed on long wave, using that assigned to Warsaw because the Poles did not sign the agreement. No one seems to know what Holland and Finland are going to do, but it is feared that they will not come into line and will add to the confusion.

The French stations are not dissatisfied with the results. Joseph Cordonnier, chief engineer of Poste Parisien, said that on the new wavelength his station avoided interference by Breslau and Milan, which had been bothering him before. Radio-Paris, at 1796 meters, did not report friction with Moscow at 1714.

The job of changing over was supervised from Brussels by Raymond Brillard, president of the technical committee of the International Broadcasting Union, who was in constant touch for the crucial period with 11 national checking stations.

## Pressure Salesmanship, Price Cuts, in Canton

Canton, O., Feb. 5. Keen rivalry here has started price-cutting between WHBC, Canton-owned, and WADC, of Akron, which now has a sales office here. WHBC has cut commercial announcements \$10 weekly as against \$17 and is grabbing the bulk of this of business in consequence.

WADC asks \$5 daily or \$30 weekly for spot announcements following a sustaining program. In this they have the edge over WHBC. Town is plenty tough to get new accounts in. High pressure salesmen who swooped down on Canton when the rivalry first started talked plenty of merchants into contracts and then left town leaving behind plenty of squawks to be handled by the everyday sales staffs of both stations.

### 3-STATION WEB IN CHILE

Santiago, Jan. 20. Spencer Vivado, operators of the LaChilena Consolidada chain, have taken over another outlet here, CE 114, making it three stations in Santiago and a fourth in Valparaiso. CE 114 operates on 500 watts.

Chilian net is installing new equipment in all stations including mechanism for the broadcasting of sound from film. Firm's New York time booking rep is the Conquest Alliance Co.

### MAGIC SOAP WAXING

Chicago, Feb. 5. Carlos Molina orchestra, for radio disc series, Magic Soap for the Iowa Soap Company. Waxed at the RCA Victor studios here.

Plan 26 discs of 15-minutes each to hit the ether by Feb. 15.

### Studio Drama

Indianapolis, Feb. 5. Staff of station WFEM lived a real radio drama in the corridors of the studio recently. A gang of escaped convicts from the Indiana penitentiary had threatened to give the works to Al Feeney, chief of the police, sport commentator for the station on Friday nights. When two tough customers walked into the station and asked for Al, Frank Champ, program director, tried to stall them off until Feeney had finished his program.

At the completion of his sports talk, Feeney dashed from the studio, gun in hand, ready to battle the convicts. But they proved to be just a couple of ex-football cronies of his come to pay a personal visit.

## Ward Show in 2 Parts With 30 Minute Gap

Unable to get a full half-hour for its program, Ward Baking has arranged to make it two quarter-hour stanzas spotted 30 minutes apart on CBS' schedule starting this coming week (11). Team of Cecil Lean and Cleo Mayfield, James Melton and a dance combo directed by Bill Artz make up the bill for both sessions. First quarter-hour will be released at 6:45, and the other following the American Oil show, which comes off the air at 7:30. Ward's makes the first commercial arrangement of its kind on Columbia. Network routine a sustaining affair, John Henry, similarly last season.

## BOB WHITE HANDLES DUNCANS' AIR ACT

Chicago, Feb. 5. Duncan Sisters are hot for the ether and have tied in with Bob White for production and handling of act for air bookings. Turn is based on their legit show characters, 'Topsy and Eva.' White has also prepared a number of test audition discs if the Duncan girls are out of town with the show.

## Fred Palmer Gets New Call Letters from FRC

Columbus, Feb. 5. Radio station WOAH (Columbia), which was recently sold to Fred Palmer, has been assigned new call letters, WBNS, by the federal commission. This station, which has been located on the top floor of the Fort Hayes hotel here since it first started operating, is moving this month to a new location.

Station recently began running a daily 40 square ad in the Columbus Dispatch, naming the best entertainment offered by it for that day, together with the sponsors. It is said that this new stunt has increased business of locally sponsored programs more than 100% in rapid order.

## WKBF Sets New High

Indianapolis, Feb. 5. Statistician's report on WKBF, local NBC station, reveals fact that station hit a new commercial high for January with an increase of last year of nearly 78%. WKBF has recently instituted several new ideas into the station, particularly going after show business affiliations and its methods by inaugurating their own production and program division.

Station has added seven new accounts in the past fortnight among them being the Art Rolls Tire, the Binkley coal corporation and the Mandell iron company.

### MEMORIZING SPREADS

Radio Playhouse Skit Minus Scripts Is Set

Radio actors speaking lines from memory instead of from scripts is a spreading practice. On top of NBC establishing the principle a memorized skit will be presented Feb. 12 from Columbia's Radio Playhouse, New York.

Taylor Holmes and Mady Christians will be the chief actors.

## PETRILLO NIXES CHI BANDS ON WIND EXCL.

Chicago, Feb. 5. Jimmy Petrillo as president of the Musicians Union last week served notice on WIND, Gary, that the station could not use Chicago bands for its programs unless the station provides stand-by tras. Petrillo's contention that the station was organized for service to Indiana and that taking in Chicago bands for only its transmitter meant the doubling of the musicians both in Illinois and Indiana.

WIND out will be to put the Chicago bands on the CBS wire and then take the orchestras through regular Columbia service.

Independent radio stations last week renewed contacts with the Chicago Musicians Union under the same terms of the previous year. Scale is \$90 a week per man on a six-day week.

Petrillo previously signed contracts with the two networks, also on the same terms as last year.

## Walgreen Set for WGN Baseball Broadcasts

Chicago, Feb. 5. First baseball play-by-play contract for the coming season has been signed by Walgreen drug stores for a gallop over WGN.

Erie for the broadcasts locally are rising steadily and understood that the present deal with WGN calls for \$45,000 for the season.

## Bill Jones Joins WLS

Chicago, Feb. 5. Bill Jones is now with WLS here as assistant to George Biggar, production head.

Jones was formerly with KFRU in Columbia, Mo., and with KMOX, St. Louis. Jones comes from show biz originally, having been baritone in several Shubert productions.

## Penner S. B. Contract

'Standard Brands' new contract with Joe Penner keeps him under the food packer's wing until June, 1935. Included in the agreement are options for renewals extending two years beyond that date.

Options carry the comic's salary up to \$3,000 a week. Commercial is privileged to work him on any one or several of its programs.

## Shaw Brings Up Unique Point

## Believes Slur at Iowa Might Give Prospective Advertisers Wrong Picture

Waterloo, Ia., Feb. 5. Radio's value as a medium for disseminating, not only matter of entertainment value, but of news that may be inimical to a state and its residents, is outlined by Harry Shaw, president of the Waterloo Broadcasting company, operating WWT and a member of the national broadcasting code committee, in a protest to Secretary Ickes against what he termed 'slighting Iowa as a horrible example' in a nation-wide broadcast.

Secretary Ickes referred to the Iowa PWA case in outlining policies of administration. Shaw, in a wire, declaring that with Lieutenant Governor Kraschel under indictment emphasis on the Iowa case places the state in a bad light in the opinion of radio auditors and readers of newspaper accounts of the broadcast speech. The suggestion of Mr. Shaw 'in fairness to the state, the secretary should use an equal amount of newspaper and

# Chi Rivals, WBBM and WGN, Agree; Drop Mutual Stay Order Suits

## New Shows This Week

Illette Razor, 6.45 WEEA—Wednesday (17).  
WABC—Saturday 10.  
iser Co. (Venita Hairnets), 6.15 WABC—Saturday (10).  
Mudnut (F Powder), WABC—Sunday (11).  
Ward Baking 6.45 and 7.30 WABC—Sunday (11).

## WEST COAST CBC GETS PONTIAC

Los Angeles, ne of the first chain accounts to be grabbed for the west coast is the Pontiac CBS hour. Western program was tied to Detroit, and was sold within a half hour of its close.

Starting from here within two weeks, the new program will be built around Ray Palge's KJH orchestra, Kay Thompson, singer; Three Rhythmic Kings, Earl Duncanson, chorus of 50 negro voices, The Islanders, Hawaiian instrumental quartet, and Charles Ballotti m.c'ing. New program was arranged by Burt McMurtrie, CBS commercial manager, now here.

## BELASCO FOR BAKER, SOSNIK STAYS WEST

Leon Belasco's orchestra replaces Harry Sosnik's band when Armour moves its NEC commercial with Phil Baker to New York via WJZ Feb. 16. Sosnik, with NBC in Chi, gets another assignment.

Baker will double around New York after opening from the eastern broadcast central. Lyons & Lyons are lining up some dates.

## Omaha Suicide

Omaha, Feb. 5. L. W. Heald, auditor of KOIL-KFAB, committed suicide here last week.

Job goes to Larry Kemmer from Lincoln. Kemmer's wife is Harriet Cruise, well known over WBBM, Chicago.

## WICC STRENGTH SET

Bridgeport, Feb. 5. WICC is now 500-watting day and night. Evening power was halved up to last week.

Member of Yankee network.

After completed it's ex WBBM ready next WBBM going the air full-time through synchronization with KFAB in Lincoln while WGN boosts to 50,000 watts.

Follows the out-of-court settlement of two cross-bill suits filed by the two stations to keep the other transmitter from going ahead with its plans for extra service. WGN, the Chicago Tribune station, filed suit for a stay order on the Federal Commission's okay on the WBBM-KFAB sync between 10 and 12 p. m. WGN claimed that this extra time for WBBM figured as unfair competition in Chicago.

WBBM, the Columbia station, turned around and filed suit for its own stay order against WGN from increasing its wattage from 25 to 50 kw.

Which brought things to a stand still with both stations realizing that they couldn't get anywhere on either stay order. Both outlets sheathing in this particular case wouldn't mean anything to either of them and both withdrew their suits. Which marked the first time that WGN and WBBM ever agreed on anything.

## LAKE ACT AMONG 3 CHICAGO NBC DROPS

Chicago, Feb. 5. Idney Strotz continues to trim the sustaining setup at NBC here. Florence and Arthur Lake, who have been on for some months on an afternoon show labelled 'Babes in Hollywood,' are out.

Also Tony Caboch's morning sustaining show folds but with Caboch working on a couple of commercial programs. Both outlets got the vanishing act last week was Charles Howard, the 'Song Pilot.'

## Shell Quits San Francisco For Hollywood Talent

Hollywood, Feb. 5. Victor McLaglen and Wallace Ford appear in San Francisco on the Shell Hour broadcast tonight (Monday) in a tieup with the premiere of 'The Lost Patrol' at the Golden Gate. Film opens there Wednesday (7), after which the duo returns here.

Shell Hour which has been sent out from San Francisco over the CBS Coast chain on Monday nights, will transfer here Feb. 19 when an outlet through KJL. Broadcast will be from the Radio Playhouse, at Eighth and Beacon, which seats 550. Figured this move will enable Shell to get the pick of picture personalities for broadcasts, including people who cannot be prevailed upon to leave Hollywood for the San Francisco broadcasts.

Rush Hughes, master of ceremonies, and Benny Fields, continue on the program from here, with George Stoll providing the orchestral music. Walter Kane of the Harry Weber office is scouting for talent for the first program here.

Program is figured to also improve here because of audience value which it could not get in San Francisco, as theatre operators there objected to allowing the broadcast with audiences.

## Williamson Joins S-H-B

Chicago, Feb. 5. Scott-Howe-Bowen last week added Bill J. Williamson to its sales staff locally.

Under Virgil Reiter, Jr., who took over the main desk when Larry Field shifted to New York for 'Ed Petry.

## DOROTHY PERKINS DISCS

Chicago, Feb. 5. Series of 13 discs as a star in 'The Seven Years' War' has been turned out by Brunswick studios here for the Dorothy Perkins beauty preparation of St. Louis.

Advertiser has been on KMOX 1 St. Louis with a local show and shipped the entire load of talent to Chi for the plating.



# RADIO CHATTER

## New York

Jimmy Kemper scheduled to lecture Feb. 6, at Professor Baker's Yale theatre workshop on "Drama Set to Music."

Jimmy Lunceford colored orchestra using choral arrangements over NBC and WMCA.

While in London Cab Calloway will percolate over the British Broadcasting mikes.

Frances Louise Baldwin starts Tues.-Sat. singing assignment over

WMCA with Roy Cottenill. She's from WTIC, Hartford.

Vaugh DeLeath back auditioning for NBC with a new program idea. Norman Siegel had the opening of the CBS Radio Playhouse as the excuse this time for the jaunt from Cleveland.

Possibility of Singing Sam returning to Barabool.

Lucky Strike giving an ear to a musical comedy version of "Graustark."

Plug on the Bakers' show getting favorable from the trade.

"Art in America" series, which starts on NBC this Saturday (10), has been scheduled to go along with it. Titled "Art in America from 1600 to 1854" and clears through the University of Chicago Press for \$1.

Sydney Mann, soprano on the Cusard session over WJZ, made a last minute addition to the new floor show the same day last Thursday (1). Replaced Gladys Baxter, who walked following a disagreement with Walter Brooks, producer.

Dick Himber's Spartan Radio show returns in the same spot two weeks from Feb. 4 on NBC. It was forced off Sunday night for a fortnight owing to conflict on time, but it will again be cleared by then.

Vera Van replaces Edith Murray on George Jessel's CBS show, commencing tonight (Tuesday).

weeks by Cora Products, Inc., on CBS.

Announcer at WCAX, Burlington, Vt., gives the customary "Thank you," even to recorded speakers.

Merchants of Plattsburgh, N. Y., are sponsoring a one-hour community program a week over WQDM, St. Albans, Vt.

Ionizer Company of New England, scheduled to resume its time on WCAX, Burlington, Vt., after the holidays has failed to do home town's Waterbury, Vt., starting Feb. 10. Extended its daily broadcast 45 minutes. Several program shifts have been made.

Bob Minnotti's orchestra, with "Red" Dowd handling the vocal assignments, is broadcasting over WCAX, Burlington.

Bellevue and Empire theatres are now making daily program announcements over WQDM, St. Albans, Vt.

Station WHEC has daily series by Gunnar Wile, baseball announcer, and "Specs" Topocer, manager of the Rochester Red Wings, revealing inside incidents of the national game.

DeForest Clark and Chronicle Singers featuring Helen Sullivan, warble Sunday nights over WHEC as part of Rochester's centennial program.

Milt George, New Haven comic, gets another month from his home town's Master Shoe Repair association on WICC.

Two weeks' illness back of her, Alma Detlinger of Stamford fashion-chatter again WICC, Bridgeport.

WICC, Bridgeport-New Haven watter, opening new institutional series, Know Your New Haven, at Elm City studios.

Leonard Cardo done with baritone at WICC, Bridgeport, until he comes back from school in Washington.

Tootsville Hicks, hillbillies, and Three C's, a voice trio, naturally, starring in Elm City Reviews at New Haven studios of WICC.

Rocky Clark, expecter Times-Star-WICC newsmaster, staging boy scout broadcasts.

Larry LaFoye, guitarist for Edith Josephson, WICC, Bridgeport, bluesinger.

Bernie Kravitz orchestra, WCBM, Baltimore, auditioning girl warblers.

John Elmer, president of WCBM, Baltimore, has been chosen director of Goodwill Industries, charity organization of the Monumental City.

Fritz Evers has returned from Europe and will resume microphone spits over WCBM, Baltimore.

WBAL, Baltimore, has signed Sascha Jacobson for series of fiddle recitals.

After 52 consecutive weeks, the Stonewall Trio is taking a fortnite vacation from WFBR, Baltimore.

Goucher College Drama Club, Masks and Faces, presenting series of one-act plays over WFBR, Baltimore.

## South

VARIETY last week mentioned that Homer and Walter Callahan, recording stars, were of WSOC, in Charlotte, whereas, they are actually from Asheville, N. C., and have been heard only over WYNN. The American Recording Company is releasing eight of their records on Jan. 25.

New series of daily fiddle programs will be presented by the Vagabonds, Herald, Dean and Curt, male harmony trio, over WSM, Nashville.

Salt and Peanuts have joined the staff of WSM, Nashville.

Paul and Bert, the two-old-timers who have been members of the Grand Old Opry of WSM for the past eight years, recently started an early morning program each day, featuring songs of long ago.

Dixie Four, male quartet, presenting fifteen minute show each Saturday night at 7:30 o'clock. Known as Kinsman's Radio Time. Dixie Four is composed of Brantley and Bung Boyd, John Carter and Elmer Duke.

Denny Lynch, tenor, scheduled five afternoons a week over the KOMO Radio Club, Chicago.

Gertrude Jacobs, Los Angeles radioite, is visiting her parents in Fort Worth.

Carol Lee, formerly with Gene Austin's band and now is singing over WBAB, Fort Worth, also appearing at the World Theatre.

Klyde Kraft, formerly program director of KJZZ, Fort Worth, has been appearing the stage of the Theatre Mart in Los Angeles. He also had a bit in a film.

Sam Bennett has been made studio director for KJAZ, Fort Worth. He has been singing at the Grand Old Opry.

WSB picked by Chamber of Commerce to present entertainment at annual dinner—an honor in Atlanta.

Harry Stone, manager of WSM, Atlanta, also station's leading entertainer.

Chick Wilson, WSB Atlanta announcer, hurt in auto crash. Nothing dangerous reported.

Ozark Mountaineers, hill billies, newest WSB Atlanta act.

Harry Stone, manager of WSM, Atlanta, also station's leading entertainer.

start to work soon remodeling and rearranging offices.

Odelle Ward, of WLAC, Nashville, spent his vacation in Miami.

Several staff members of WBT, Charlotte, N. C., are scheduled to gather a revue called the Grady Cole Players. Show carries 12 people and has played several theatre dates in the city.

Arthur Wenig, Thorse Westerland, and Lewis Chesson, signed new commercial for one of the large furniture stores of Charlotte, N. C., presented over WBT.

Leo Everett, program director for WBT, Charlotte, N. C., is playing the part of Osmond in "Journey's End" at the Charlotte Little Theatre. John W. Harden is in the same show as Trotter.

Malcolm Tate at the Paramount theatre organ with Ted Grizzard as featured soloist. Goes on the air Sundays from WLAC, Nashville.

Frances Hill returns to the air over WLAC, Nashville, after an absence of several weeks due to illness.

WLAC's "Sweethearts" Melody will present their weekly program on Friday nights at 10 o'clock.

H. H. Holtzner has been employed as accountant and bookkeeper for WBT, Charlotte, N. C., replacing the late Charles Little.

Several members of the staff of WBT, Charlotte, N. C., attended the birthday party for R. S. Rainey, Charlotte News columnist, staged by Mr. Rainey to celebrate her husband's 40th anniversary.

Bo Norris, orchestra leader and musical director for WSOC, Charlotte, N. C., has been changed to pipe organ. His first public performance was with the new act, "Consolette" worked with Paul Norris, pianist.

Red Fox, who has learned to play pipe organ. His first public performance was with the new act, "Consolette" worked with Paul Norris, pianist.

George Thomas, new baritone on the "Syncopeated Serenade" from WSOC, Charlotte, N. C., is becoming the station's most popular vocalist.

New program of homely philosophy "Along Life's Highway," is presented by L. Davis Phillips over WSOC, Charlotte, N. C.

## Mid-West

Musie Library of WLW, Cinney, claimed to be the largest of any radio station, in bigger quarters with Lee House and three assistants in charge.

Paul Crosley, Jr., radio station and set magnate with family at winter home in Sarasota, Fla., for fortnight.

Charlie Dameron, crooner, back at WLW, Cinney, and doubled on Dreary Blues series of Thurs. nite sustinings with Marion Clark and backed by Lloyd Shaffer's orchestra.

Oklahoma Bob Albright, Gladstone and Pa McCormick's Fiddlers, of WLW, entertained Cincinnati Rotarians.

Fred Koehn, first staff pianist of WLW, Cincinnati, beginning his 11th year on same job; station now has five other keyboard thumpers.

John L. Clark, gen. mgr. of Crosley Radio Corp. returned to Cinney after week of his in N. Y.

Foster Brooks and Joe Pierson a new duo for KSO, Des Moines.

KSO carried 10-day Minneapolis basketball game direct from U. of Minn. field house and also fed to KWBZ, Cedar Rapids, and WLAB, Ottumwa—all three stations owned by Register and Tribune, Des Moines.

Andy Woolfries, manager, WOJ, Ames, Ia., cornered a new announcer, Iowa State college, did job.

"Seven League Boots," new WOWO publication in Fort Wayne, makes its bow, going out to all advertisers and lists mailing list. Harry Flannery editing sheet.

Short visit of "Moulin Rouge" bellyhoo unit from Hollywood gave WOWO some special human interest chatter. All of the players en route to New York got out at station except George Bancroft. Station covered it as strange news item with lots of extra fourches.

Dorothy Durbin, WOWO program arranger, getting an extra workout in playing piano for three of the resort town's radio shows.

Ray Suber, of KOIL announcing staff, after three years will remain in town for new series of skits, called "The Family" for Barnsdall Refining Co. over KOIL.

New skit series is being scripted by Billy Williams and directed by Keith Williams, both formerly of KOIL. Cast includes these two and Suber, includes Dorothy Williams and Mrs. Vinsonhale (Pauline Hopkins). Skit replaces blues singer, Lou Wills,bacher of Dixie.

Elmer H. Dressman, publicity director for WKCY, Covington, Ky., is back at his typewriter, fresh from 3 weeks in Florida, Fla., during which Lee Goldsmith sat in for him, doubling continuity.

Mark Williams, cowboy singer, late of KSPB, Minneapolis, is a newcomer on sustinings at WTV, Cinney.

James H. Cunningham, head of several prominent athletic units in Ohio, is visiting thrice weekly on WSAI, Cincinnati.

Ernest Pontius, veter WFRN,

Lawrence Kansas, announcer has abandoned the radio and is now in the oil inspection department, for the state of Kansas.

Earl Gammons, station manager of WCCO, Minneapolis Columbia chain unit, did jury duty last week.

Recovered from illness, Jerry Harrington, announcer for WCCO, Minneapolis, back on the air again.

Al Sheehan, announcer and manager of the artists' bureau WCCO, Columbia chain station, Minneapolis, staged a special show for 5,000 lumbermen attending a convention here.

Hom-O-Goo-Wings, Glory of the Morn, is the new Indian name for Kate Smith, who was inducted into (Continued on page 46)

## ANSON WEEKS ORCHESTRA

HEADLINING

PARAMOUNT THEATRE  
LOS ANGELES

Week of Feb. 15

THE GREEK AMBASSADOR  
OF GOOD WILL

## GEORGE GIVOT

On tour with condensed version "New Yorkers"

Sole Direction

HERMAN BERNIE  
1619 Broadway, New York

## THE SIZZLERS

Shilling for NBO  
Warner Shorts  
Victor Records  
Theatre Evergreen

For Further Information:  
HAROLD KEMP, NBC Artist Bureau  
Radio City, New York City  
Personal Direction, CHARLES A. SAYNA

## LEON BELASCO

WABC  
Sat. 11:30 P.M.-Mon. 12 P.M.  
Fri. 12:30 P.M.

NIGHTLY

ST. MORITZ HOTEL, NEW YORK  
Sole Direction HERMAN BERNIE  
1619 Broadway, New York

## ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST  
WABC

SUNDAY, 2:30 p.m.-3 p.m.

WEAF

WED.,  
8:30 P.M.  
9 P.M.

## Joe Parsons

Radio's Low Voice  
SINCLAIR MINSTREL  
Every Monday, 8 P.M., N.B.C.  
CHICAGO

## VIVIAN JANIS "ZIEGFELD FOLLIES"

Sole Direction  
HERMAN BERNIE  
1619 Broadway  
New York City

## Chicago

Al and Pete on WBBM three times weekly instead of once for Rival dog food.

Bob Kaufman on another flyer east for the CBS Air Theatre.

Lon Cowan has become official show business speaker in all Hyde Park discussions.

Les Atlas back from Palm Beach with some fish tales.

WGN installing cooling system in the business offices.

Ed Voynow ratted to Detroit to keep Ed Petry company on his trek to New York.

John Ashenburt struts when he parades that holly fur-trimmed ulster.

Niles Trammel mugged in the society photos as a pirate chief or something.

Judy Talbot vocalizing with the Ace Brigade orch.

M. E. Afterworth and Richard Patterson blew in and out of the Merchandise Mart.

John Miller back to big town after setting Girard Ellis, as chief of the Brunswick studios here.

Les Atlas back with a sun-burned forehead and a fish yarn about an eight and a half foot sailfish that didn't get away.

Paul Kapp has a bad gam; takes him 30 minutes now to limp down an NBC corridor.

WGN building a new audition room for clients in the Tower.

Joe Allabough champ ping-ponger of WJZZ.

John Harrington's bus snatched for the night time.

Kellogg has renewed the Singing Lady show on NBC and WGN.

## East

Walt Framer, for the last year station WWSW's Pittsburgh Show Shopper, airing movie reviews and Hollywood news daily at noon, has resigned due to salary differences. He has been succeeded by Helen Dayle (Solomon), who was with the station until recently as publicity head.

Dolores Hanford featured with Yankee Singers, male octet, Wednesday nights on WICC, Bridgeport.

Charence Cable doubling abently on WICC, Bridgeport, plays piano, writes scripts for "Lines and Spaces," new sustaining continuity, and produces sound effects.

It's Colonel James T. Healey now. The Albany, N. Y., Times-Union broadcaster, who splashes philosophy and poetry all over his news flashes, has received his commission from Governor Ruby Laffoon of Kentucky.

Charles W. Burton, manager of WBEI, Boston, was radio editor of the Boston Herald prior to getting into broadcast management.

Word "bear" is never heard over WDEV, Waterbury, Vt.

Central Nurses' Registry is new addition to accounts of WCAX, Burlington, Vt.

WDEV, Waterbury, Vt., is on the air just a little longer each day now. The station signs off each day at exactly one hour before midnight.

Announcer on WCAX, Burlington, Vt., owned by an ardent Democrat, in giving State election returns frequently referred to the gains being made by the good old G. O. P. Remark caused plenty of comment around town.

WCAX, Burlington, Vt., has been broadcasting live auction direct from floor of local stores.

Will Osborne renewed for 24 more

## RUBINOFF

Radio's Dynamic Maestro

and his

DANCE ORCHESTRA

at the

HOTEL ROOSEVELT

NEW YORK

NIGHTLY

## FRED ALLENS'

SAL HEPATICA REVUE

with

PORTLAND HOFFA

JACK SHART

EDWIN BELMONT

MARY MCCOY

SOPHIE ALBERT

SONGSMITHS

FERDE GROFE'S MUSIC

Material by Fred Allen and Harry Tugend

WEAF

Wednesdays, 9:30 p.m., E.S.T.

Management: Walter Batchelor

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**JACK ROSS RANCH BOYS**  
Hillbilly  
30 Mins.  
Sustaining  
KHJ, Los Angeles

They're mostly alkies these hillbilly programs, only some are worse than others. And this one happens to be particularly bad. Hour is labeled musical roundup time, and is made up of the customary range numbers, near-harmony and attempts at comedy. Songs range from the hillbilly type to Hawaiian, much of it in the dialect of the range.

Randall Sisters, harmony trio with a decided southern accent, are short on harmony; there's an occasional snatch of would-be comedy, and very much of the disconcerting studio chatter, asides and applause. Straight, cowboy numbers are the better features of the broadcast, which gets under way at 10:30 for a full hour. Program unmistakably shows evidence of a lack of thorough preparation. *Edico.*

**JACK BENNY**  
WEAF  
10-10:30 P. M.  
EVERY SUNDAY  
**CHEVROLET**  
PROGRAM

**SYDNEY MANN**  
THE GIRL WITH THE VIOLIN VOICE  
CUNARD HOUR  
WJZ 10 to 10:30 P. M.  
Every Tuesday

**Isham Jones Orchestra**  
COMMODORE HOTEL, N. Y.  
The big show sponsored by EX LAX every Monday, 9:30-10 P.M. Sustaining—Tuesdays, Thursdays and Fridays, 10:30-12 P.M.; Saturdays, 11-11:15 P.M. Contact to coast, WABC.

**LEO ZOLLO**  
AND HIS MUSIC  
Wednesday, 2-2:30 P.M.  
WEAF—Red Network  
Playing Nightly  
BENJAMIN FRANKLIN HOTEL  
Philadelphia  
Sole Direction  
LEW CHUDD  
New York  
Chicago  
Chesterfield Hotel Auditorium Hotel

**PAT KENNEDY**  
(The Unmasked Tenor)  
Sponsored by  
Paris Medicine Co.  
WGN, Chicago, Daily  
1:30-1:45 P. M. CST

**NAME ACTS WANTED**  
FOR  
Radio-Night Clubs—Musical Productions  
Communicate Immediately with  
IVAN E. CEDAR PRODUCTIONS, RKO Building  
RADIO CITY, N. Y., Suite 604-5. Telephone COlumbia 6-2592

**CBS RADIO PLAYHOUSE**  
inaugural, Feb. 3.  
90 Mins.  
Sustaining  
WABC, New York

CBS officially moved into the Times Square sector Saturday night and related to the event with a nicely put together program and enough of the usual trimmings to give it the glamour of a first night. Since the closing of the Hudson, 30-year-old legit stand, which the web has converted into a branch studio, and dubbed the Columbia Radio Playhouse. Occasion drew a smattering of spectators from outside the trade itself.

Columbia's is not the first crashing of the theatre district by the broadcasting faction. For almost two years NBC was a tenant of the 309-street atop the New Amsterdam, while WMAA has made frequent use of the Hammerstein for birthday celebrations and other special broadcasts.

In putting the Hudson, which seats 1,100, to the uses of a studio, CBS has had to make few changes. What particularly prompted the network to close for this spot were the acoustics as far as the pickup was concerned. There is no glass curtain enclosure. Auditorium has been touched up, the stage hung with a set of gray drapes and the lower right-hand box converted into a control room. To give the performers a touch of atmosphere, the stage is being floodlighted and spotlighted from the balcony and the eye streaked with various colors from 500-wattiers in the wings. The lighting angle is an innovation for New York's broadcasting faction.

Program put on for the picked first-nighter mob ran into two parts. Preceding the inaugural program, which went on the air at 10:30 and lasted an hour and a half, there was 40 minutes of orchestral entertainment with vocal interludes. This latter stretch served to introduce, at least, the network's baton standbys, Howard Barlow, Mark Warnow, Freddie Rich and Andy Kostelansky. Also three of CBS' staff warblers, Vera Van, Mary Eastman and Evan Evans.

But the show that took the ether was a crack squad of singing, balancing and routineing. It was entertainment representative of everyday radio and in class, as a whole, way up in the brackets. Lay-out had its own weak spot, and that was the Five Spirits of Rhythm. Act impressed as a sorry substitution for the Mills Bros., who, because of their affiliation no longer with the CBS Artists Bureau, were not available.

Comedy honors of the bill went to Alexander Woolcott, who first did one of his literary monologues and then crossfired it with George Jessel. Later Jessel had his own inning for a couple songs and a telephone bit, with the latter causing the usual dissections. Burns and Allen also contributed an exceptionally diverting interlude. They, along with Bing Crosby, who preceded, were picked up from Hollywood.

Opera was represented by Luceria Bori and Nino Martini, the instruments by Albert Spalding and the piano duet by Jacques Fray and Mario Raggetti. From the invites Ruth Etting took all they had. Also included among the warblers were Gertrude Niesen and the Eton Boys. Edwin C. Hill was the only speech item on the broadcast. To him went the assignment of explaining what it was all about, and that he did briefly enough at the opening. *Edico.*

**TRADES ON PARADE**  
With Hal K. Dawson, Sherman Keene  
Talk, Songs,  
30 Mins.  
Sustaining  
WOR, Newark

Weak continuity idea used to dress up a mediocre song and band program. Starts off with the announcement that WOR had set aside a half hour each Friday night to salute those engaged in a particular trade. Night, this series was having the salesman was having his inning. Due for future glorifications are the plumber, the suspender maker and the taxi driver. To characterize each trade there's a comic and in the salesman episode Hal K. Dawson, who helped yawn things up for Plymouth in the "Empire" Everett. Yaw series, did the honors. It was sad stuff he unlimbered between the band numbers and song interludes with the characterization of E. E. Yess slice of brazen garrulity. Most of the gags handed him served to cue into the musical bits, which doubtless made his brand of humor doubly irresistible.

Unbilled tenor in the extravaganza, however, was easy to listen to.

**FRED WARING'S PENNSYLVANIANS**  
With Edsel Ford, Marion Talley, Ted Pearson  
Musical  
30 Mins.  
COMMERCIAL  
WABC, New York

No other entertaining orchestra has been so much imitated or been obliged to take action against "borrowers" than has Waring's Pennsylvanians. But while individual bits may be lifted it's a cinch nobody can take the distinction and identifying characteristics inherent in the style that has gradually been evolved and polished off during the 15 years or so since Fred and Tom Waring were kings of the campus at Dear old Alma Mammy.

That uniqueness of musical performance not easy to classify or analyze is what the Ford Dealers have bought under the terms of a contract highly flattering to the band and probably making the Pennsylvanians top radio orchestras under sponsorship. It's a combination of what may be called classical fox trots interwoven with collegiate staccato. There is no other entertainment on the air fashioned on the same principle or attempting the same thing. This alone brings the sponsor showmanly distinction.

It's a concert. Definitely not a dance session. For the inaugural program Marion Talley was inducted. She is the Kansas canary who did duty at the Metropolitan Opera in New York some years ago and has just this season emerged from premature retirement to join the Chicago opera. Her voice is not the best in opera but short of the hyper-critical brigade it will suffice. Once or twice she is near the microphone for best results and at one point it appeared she refused a high note.

Several elaborate choral combinations were used. Waring's standard combination of two girls (Gale Sisters) and three boys was also utilized. Arrangements throughout represented the ultimate in modern, cheerful and as typically Waring as their sweaters and megaphones on a stage. Deep-voiced drummer, Foley McClinton boomed in and out a couple of times. That's also a trademark. Foley was years ahead of others now trying similar orchestral outtings. Easy to guess that the kids in particular will go in a big way for the frog-croaking.

On the advertising end the Waring Ford program also rated special laurels. It was marked by a beautiful example of self-restraint. Edsel Ford's delivered address was a gem of its kind and whether as a host or ghost-writer. It was exactly calculated to win good will and its indirect plug for the better social order plus its salute deference to the listeners' interest gave a good advance indication that advertising will not be a burden for the orchestra to overcome. Ted Pearson is the Ford annotator in old times who's handled plenty of big assignments heretofore. And more than able.

Ford show will have an odd schedule, 8:30 on Sundays and another niche on Thursday. But by any reckoning the Waring's are sure to attract wide and loyal followings well-framed and showmanly programs. *Land.*

**CHAMBERLAIN SHOW**  
Edie South Orchestra, Truman Bradley  
Music  
30 Mins.  
COMMERCIAL  
WBBM, Chicago

This is a weekly show each Sunday on a spot CBS radio, 12:15-1:30 minutes only at 6-6:15 p.m. CST. No question that program starts off under a handicap under the skimpy time arrangement. For a once weekly show 15 ticks is hardly sufficient to present any real show or job.

Eddie South band itself produces a standard turn of entertainment. South himself is a wiz on the fiddle in a concert way. Billed as the "Dark Angel of the Violin," he can cutle with the best of them. In 15 minutes this must be good, especially with such standard tunes as "Dark Eyes." Then into a rumba number and followed by a medley of pop melodies.

Program is badly overplugged for a 15-minute ride. There's the long opening spiel plus a lengthy medley line in the first five minutes. At the finish more minutes in a dialog plug with a fadeout on a heart-to-heart talk.

One good angle here is the build-up of the South orchestra as the favorite of the international fashionable resorts such as Monte Carlo and Venice. *Gold.*

**BILL FLECK ORCHESTRA**  
Band, Songs  
20 Mins.  
COMMERCIAL  
KHJ, Los Angeles

Typical dance hall type of orchestra, this aggregation, removing from Solomon's Bowery, downtown pedal exerciser, fails to uncork much in the way of other entertainment. It's a continuous grind program, with a couple of vocal renditions interjected, but these are even weaker than the anemic efforts. Topical and late pop tunes are played in customary dance hall tempo. *Edico.*

**ROXY THEATRE MATINEE**  
Variety  
30 Mins.  
Sustaining  
WOR, Newark

This is the first of the Bob Collier-F&M radio revuettes direct from the Roxy theatre which, presently, is merely an institutional plug for the house but which is highly susceptible to subsidization by some sponsor. The modus operandi of the commercial angle is obvious, such as a dignified line that "through the courtesy of X's Radio Tablets we're bringing you a half hour of variety entertainment from the stage of the Roxy theatre." At the moment the broadcast is from the Roxy theatre's studio but F&M also plans it as a visual broadcast similar to its stunts on the coast.

It still remains a good plug for the house and also a purpose of both plugging the theatre, for which Fanchon & Marco stage the shows, and also selling the F&M talent.

It utilizes the current and guest stars as for example Benny Ross and Maxine Stone and Rubie Wolf, plus the Pickens Sisters and Lester Cole's singing. Soldiers of Fortune a choir as the prominent talent. Roger Bowers is the announcer-m.c. of the half hour.

It opens cannily with the pseudo-voice of the narrator mentioning two tickets for 70c to establish the bargain scale. There are four or five different voices of ushers who effectively get over the idea of courtesy, efficiency and also that mezzanine loges are the same price as downstairs and that smoking is permitted there, etc.

It's all well planned and primed and, coming at 2-3:30 Sunday afternoons it's not a keeper-awayer from the theatres, as the same time serving as good institutional bait for the Roxy. *Abel.*

**HENRY H. BALKIN**  
Character Analyst  
Sustaining  
15 Mins.  
WMAA, New York

This reader of character by the face has something to sell. Either it's a book or himself to some advertiser through the mail collecting orchestral outtings. Easy to guess that the kids in particular will go in a big way for the frog-croaking. On the advertising end the Waring Ford program also rated special laurels. It was marked by a beautiful example of self-restraint. Edsel Ford's delivered address was a gem of its kind and whether as a host or ghost-writer. It was exactly calculated to win good will and its indirect plug for the better social order plus its salute deference to the listeners' interest gave a good advance indication that advertising will not be a burden for the orchestra to overcome. Ted Pearson is the Ford annotator in old times who's handled plenty of big assignments heretofore. And more than able.

Ford show will have an odd schedule, 8:30 on Sundays and another niche on Thursday. But by any reckoning the Waring's are sure to attract wide and loyal followings well-framed and showmanly programs. *Land.*

**CHAMBERLAIN SHOW**  
Edie South Orchestra, Truman Bradley  
Music  
30 Mins.  
COMMERCIAL  
WBBM, Chicago

This is a weekly show each Sunday on a spot CBS radio, 12:15-1:30 minutes only at 6-6:15 p.m. CST. No question that program starts off under a handicap under the skimpy time arrangement. For a once weekly show 15 ticks is hardly sufficient to present any real show or job.

Eddie South band itself produces a standard turn of entertainment. South himself is a wiz on the fiddle in a concert way. Billed as the "Dark Angel of the Violin," he can cutle with the best of them. In 15 minutes this must be good, especially with such standard tunes as "Dark Eyes." Then into a rumba number and followed by a medley of pop melodies.

Program is badly overplugged for a 15-minute ride. There's the long opening spiel plus a lengthy medley line in the first five minutes. At the finish more minutes in a dialog plug with a fadeout on a heart-to-heart talk.

One good angle here is the build-up of the South orchestra as the favorite of the international fashionable resorts such as Monte Carlo and Venice. *Gold.*

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Band, Songs  
20 Mins.  
COMMERCIAL  
KHJ, Los Angeles

Typical dance hall type of orchestra, this aggregation, removing from Solomon's Bowery, downtown pedal exerciser, fails to uncork much in the way of other entertainment. It's a continuous grind program, with a couple of vocal renditions interjected, but these are even weaker than the anemic efforts. Topical and late pop tunes are played in customary dance hall tempo. *Edico.*

**MELODY ART VOCAL QUARTET**  
Songs  
15 Mins.  
Sustaining  
WMAA, New York

Mixed foursome that anything but approaches its pretentious billing. It specializes in the standards and English ballads and after the first few minutes starts bordering on the monotonous. Soloist assignments are taken over by the quartet's tenor, Richard Miller. His vocal talent allows for lots of thrushlike notes but little in the way of fine shading and lyric interpretation. "A Little Bit of Heaven" is Miller's forte. *Ode.*

William H. Wright leaves KPRC-Don Lee as reduction manager this week to join the Al Pearce Gang. NBC. No successor named.

**TOPSY AND EVA**  
(Duncan Sisters)  
Will Be Available For  
**RADIO**  
FEBRUARY 15th  
**A BOB WHITE PRODUCTION**  
333 No. Michigan Ave.  
Chicago

**IRENE TAYLOR**  
CAMEL CARAVAN  
Tuesdays and Thursdays  
At Ten P. M.—WABC-CBS  
Personal Management  
SEGER ELLIS  
ROCKWELL-O'KEEFE, Inc.  
RKO Bldg., Radio City  
New York

**SID GARY**  
Radio's Versatile Baritone  
CUNARD HOUR  
10-10:30 P.M. Every Tuesday  
WJZ  
Direction  
FRANK PRESSBURY AGENCY

**JOHN FOGARTY**  
Jack Frost Sugar Hour  
NBC Network  
Personal Direction  
James F. Gillaspie  
100 W. 42nd St. N. Y.

**TO WOLFE GILBERT—**  
Dear Wolfe  
I want to thank you heartily for your collaboration these many months on my radio programs.  
I regret that you must return to the coast at this time. Believe me, you did a swell job.  
Sincerely,  
**Eddie Cantor**



# COMMERCIALS

WEEK OF FEBRUARY 5

This department lists sponsored programs on

fringed alphabetically under the advertiser's name.

All times in p. m. unless otherwise indicated. Where one advertiser

has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W

(Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

ACME LEAD

9:30-Sa-WAFC

To McConell

Affiliated

(Lionel Philine)

1-Tu-WAFC

Phineas Marie

AMER. ROLLING

10-F-WAFC

This Iron Master

D. B. D. &amp; O.

AMER. TOBACCO

10-F-WAFC

Metropolitan Opera

James Wolfe

Dra. Patina

Lawrence Tibbett

E. &amp; Thomas

AMERICAN OIL

9:30-Sa-WAFC

Metropolitan Opera

James Wolfe

Dra. Patina

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James Wolfe

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Lawrence Tibbett

E. &amp; Thomas

AMERICAN OIL

9:30-Sa-WAFC

Metropolitan Opera

Kearney &amp; Phillips

Needham, L. &amp; L.

HERBERT

0-F-WAFC

Jack Whiting

Jeanne Lang

Three Mascals

B. D. &amp; O.

KELOLOG

0:30-Sa-WAFC

The Singing Lady

Irene Wheeler

Wm. A. Ayer

KRAFT-PRINCE

10-Tu-WAFC

P. Whittenburg

Deane Taylor

Perry Kelly

J. W. Thom

KOLYNOS

10-Tu-WAFC

J. W. Thom

KRAFT-PRINCE

10-Tu-WAFC

P. Whittenburg

Deane Taylor

Perry Kelly

J. W. Thom

KRAFT-PRINCE

10-Tu-WAFC

P. Whittenburg

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10-Tu-WAFC

P. Whittenburg

Deane Taylor

Perry Kelly

## Air Line News

By Nellie Revell

"usual contract between George Gershwin and Health Products Co., manufacturers of Peenamin. It's the first time any artist has had any say so over commercial spots and this time they are all subject to Gershwin's ok. They must have his approval before they go on the air."

### Funnyboners at Ni

ol, for the fourth successive year, has renewed with the Funnyboners, but is changing their CBS time, effective Feb. 13, from two morning spots to four evening spots. At the same time, Brooke Allen, who, incidentally, became a father last week, will replace Gordon Graham as a member of the trio. This change was made before in the Funnyboners but did not affect them on their commercial.

### 'Radio Scandals' a Bust

"Radio Scandals" revue sent on the road by the NRC Artists' Bureau has been called back. Harry Richman was spotted in the show after Joe Penner was forced to return to New York, but it didn't help. Troupe played to 50 people in Toledo at one show.

### Ward's

Ward Balding Co. starts a dramatic commercial on CBS Feb. 13 to be called "Ward's Little Theatre". Comedy will be handled by Cecil Lean and Cleo Mayfield. Cast includes Edith Barrett, Geoffrey Kerr, Virginia Chauvenet, Tom Hoyer, Marie Hammond, Blanche Stewart and Wm. E. Morris.

### CBS Gets Show Alone

Inside on G. Shaw's broadcasting for CBS Feb. 7 and not for NBC after both networks refused last week to use a transcription offered by the BBC is that Cesare Searchinger, CBS representative in London, arranged the deal. Searchinger arranged Shaw's talk last year when the Irish Santa Claus came to this country and last week phoned Shaw from London, making the offer. Shaw is making the trip from his home to CBS' London office.

### Faking Film Stars

Increase in number of Hollywood characterizations on the air has likewise brought about a jump in the number of actors simulating cost names on the air. Peggy Alton recently did Claudette Colbert and Harry Von Zel is credited with faking Ronald Colman. In addition, Luba Petrova will do several impersonations on the Borden show. Sponsors are looking around for more voice doubles.

### Boake Carter's Gi

Boake Carter, now broadcasting for CBS as a news commentator, will be heard every Monday to Friday night, inclusive, on another liquor account signed by WOR. Silver Wedding gin, a product of the Schenley Distilling Co. Programs will be waxed. They start Feb. 12.

### Short Shots

NBC may go on the air with a "Pokey" program patterned after strong arm comic sailor. Dick Castello, doing a frog voice act, auditioned last week. Eddie East and Ralph Dumke, Sisters of the Skillet, gave a public audition on the air Saturday (3) for the tobacco company J. C. Nugent left. Liek Ericson, former Los Angeles picture house doorman, will be vocal with Ted Fila Trio on the Old Gold programs. Benny Leonard may debut on the air shortly in a dramatized version of his life. Starting with Will Osborne's commercial Wednesday (7) CBS will install a series of early bird morning broadcasts. Antoinette Spitzer is out of the WMCA press department. Bert Lahr will be guest artist with Realistic Feb. 11. CBS program department shortly will move down from the 18th to the 15th floor, occupying the quarters to be vacated by the CBS news program on March 1. Brillo has added six stations to its Sunday program with Tito Guizar, now making a total of 16. Charlie Carlisle's mother will visit New York for the first time in her life this week. Spanton show on NBC has renewed for five more weeks, Richard Himber, Three Scamps and Frances Langford remaining. Kaufman Hats will go on the air in May. Ray Perkins' new WOR commercial is his 17th in three years.

### Serambled Notes

Philo, with Boake Carter, has switched agencies from E. Walter Armstrong to Haskins Advertising Agency of Rochester, N. Y. Columbia has established publicity headquarters in the Radio Playhouse and will have a member of the press department on hand each evening. Newspapermen will be given privacy and a place to work. George Bancroft is being offered to several commercial accounts. Val Gartner, back from Syracuse, has returned to the Philip Morris show—May Robeson being offered as a guest star to sponsors, as is Doris Kenyon. Jack Benny is still having sponsor trouble. Judson agency working on a sketch called "Taxi" to feature Max Baer, auditioning last week with a ghost for Baer. Norman Brokenshire is off the Chesterfield show. Bayler's aspirin starts a recorded program, Lavender and Old Lace, on WOR on Feb. 7. It's on for thirteen weeks. Will Cuppy, Irene Bordino, Arlene Jackson and Harold Stern and his orchestra are lined up for a new commercial at NBC.

### Gossi

Florence Malone, one of the first to join the Radio Guild, when it was formed, has quit the show. Willie and Eugene Howard are set for Realistic March 4 as guests. In two years of radio and theatre work, there hasn't been a change of personnel in Old Belasco's CBS orchestra, nor has any musician missed a broadcast or a stage date. Harold Johnson, an NBC page, holds an air pilot's license and until he gets a flying job will continue paging. Joe Nans, tenor, is still deaf as a result of a recent ear operation. Mrs. Phil Spitalny returned from California bringing with her an eleven-year-old child singing accordion. The Spitalny's will adopt the girl. First time in NBC's history that its mikes went completely out of kilter. Charles Cox is expected to broadcast when the "B" batteries went goofy. Vagabond King program for Palmolive soap is reported starting in March with Gladys Swarthout and Theodora Webb heading the cast. Nat Shilkret supplies the music. Alfred McCosker, president of WOR, returned yesterday from a West Indian tour. Joe Penner at under contract for 1934-1935 by J. Walter Thompson agency.

### Stand By

Cuniff Doswell auditioned for the Laurel program, with Stoopin and Budd set as m.c.'s. Jack and Loretta Clemens auditioned Julius Grossman's show at NBC last week. "Criminal Court" is WMCA. Tito Guizar has a new Wednesday sustaining spot at CBS. Tom Howard is vacationing at Miami. Ozzie Nelson will make a week of one-nighters in Pennsylvania and New Jersey starting Feb. 16 at Bucknell College.

Charles Vander author of 'So This Is Radio' is press agent temporarily for Dave Ballou now manager at KMTR, Los Angeles.

Baron Von Egidy is the new press director of KMPC, Los Angeles. He was formerly top announcer at KMTR.

Stock, for the past 14 months promotion manager and announcer for radio station WKEM, here, resigned Feb. 1, to become assistant manager at Idora Park, amusement resort here.

# Broadway Cafes Have Edge on East Side Swank Rendezvous

Whatever big business is being done is to the credit of the Broadway niteries. Park Ave. must content itself with the hotel biz. The fashionable hostesses with their cocktail bars are still holding up augmented by the Ritz Bar's debut yesterday (Bltmore). Paul White-man at the Bltmore alone is doing any sizable, covert and dinner trade.

In the Broadway sector the same threesome, Hollywood, Paradise and Casino de Paree, are being augmented by the nice pace which the Palais Royal is accelerating with its new show.

Central Park Casino is hit and miss. The Pennsy and New Yorker hotels with their name bands not so. The speakers, or rather the leased ex-actors, aren't maintaining their vogue. Already Morocco is experiencing difficulties despite Georges Metaxa's socialite wife accounting for no small draw with large parties from Greenwich and Park ave.

Simpson Club is doing but fairly after having built itself into an institution. Some of the better known Park avenue retreats may fold a la the Embassy, with big considerably off. Their limited capacities are now the headache where formerly the coziness of the rooms was the boom—they're too small to afford worthy attractions and, sans a big name, it's too tough. Leon and Eddie's is holding up via Eddie as the songster appeal and Leon's personal following as the host.

ickleness of the round-the-town-ers is hitting the hotels already. Those spots getting the biggest jams are jammed more than ever; the minute they start to ease off the smart thing is for the boys and girls to desert the yester-week's popular spot and shift with the mob to whatever new cocktail bar or retreat is doing business.

## G. L.—Come Home, Want To Give Party—G. W.

London, Feb. 5. Guy Lombardo has received an invitation from Mayor George Wenige of London, Ontario, to return to his native city this summer for a gala elvle celebration in honor of Lombardo, the town's most famous son. Mayor thinks a play date could be arranged for Lombardo at the Fort Stanley dance pavilion owned by the city of London.

## Pittsburgh Curfew Tough

Pittsburgh, Feb. 5. Ittsbur new director of public safety, Ralph Smith, making it plenty tough for the night spots here of late with his insistence that curfew be enforced strictly. Cafe owners, repeal giving them their first chance here in years to come out of red, charging that enforcement of the ordinance to the letter would mean the end of them.

Law here calls for dancing to stop at 12:45 week-days and 1:45 on Saturdays. Last week-end police squads were stationed on the band stands of town's leading night clubs and music was shut off completely at stroke of midnight.

## CASINO SETTLES NOTE

On the agreed stipulation that the amount owed will be paid in instalments of \$100 weekly, the N. Y. Supreme Court Tuesday (30) vacated a judgment of \$1,156.84 in favor of the defunct Bank of U. S. against the Dieppe Corp. and Sidney Solomon, operators of the Central Park Casino, and John Sloan.

Sloan, named as defendant also, endorsed the original note for \$10,000 on which "the amount of the judgment represents an unpaid balance." The note was made March 1931.

## PEGGY FEARS IN NITERY

Peggy Fears opens at El Morocco, New York niterie, tomorrow (Wed). After the cafe engagement Miss Fears goes to Hollywood for Fox Films.

## Cafe Must Nots

Omaha, Feb. 5. Morality clauses just promulgated by the City Welfare department apply to night clubs and cafes. Following are bar-nd:

- (1) All dancers.
- (2) Girl performers under 18.
- (3) Entertainers mixing with patrons.
- (4) Floor shows within hand's reach of male spectators.
- (5) Entertainment 12:30 a. m.

Fairmont, W. Va., Feb. 5. Mike Dell-Gatti, proprietor of road house here has novel method of keeping his place popular with the better trade. You can drink your own booze there if discreet but can't get in the place if already plastered.

Plan works successfully. The night spot this keeps out the riff-raff that gets gilled up downtown and then wants someplace to go to polish off the evening.

## BARBARY COAST SPOTS EXPECT DANCE PERMITS

San Francisco, Feb. 5. Frisco's going back to the old days, but with lace edges. A concerted move was made by civic and police execs last week to open up the town, although it's denied by all and sundry that any wide-openness is intended.

Move was started when hearings were held on advisability of issuing dance permits to Barbary Coast spots that opened when beer came in and have been running in the red. Clubwomen and others, of course, kicked at allowing hoofing. But President Theodore Roche of the Police Commission said that he expects the comish will grant the permits today (Monday) to six places—Moulin Rouge, Hippodrome, Spider Kelly's, Inferno, Dragon and Coppas's Palace.

## Vic Meyers' New Stunt

Spattie, Feb. 5. Vic Meyers, lieutenant-gov. of Washington, prominent band leader and wife owner, is again running for mayor of Seattle. He is one of ten candidates who filed for that high office, with primary election later this month.

Two years ago he ran in a semi-serious fashion with a big comic campaign back of him for mayor, attracting national attention. He ran fifth in a big field.

Then at the Roosevelt landslide he was elected lieutenant-governor of Washington in November, 1932. He serves three more years.

He thinks he could handle the two jobs. On top of it, he is operating the Club Victor here and the Club Victor, Portland.

## Niterie Bankrupt

Los Angeles, Feb. 5. Bankruptcy petition, with a plea that the court confirm and approve a proposal for an extension of time in which to pay its debts, was filed in U. S. District Court here by Aster Gardens, roadhouse operating a miniature floor show, and its operating partners, Harold J. Greenbaum and Joe Anticonni.

Petition recites debts aggregate around \$4,000, with assets of \$10,000, but inability to pay debts at this time. Filing of bankruptcy schedule deferred for 10 days.

## FOWLER AND TAMARA WEST

Fowler and Tamara after their Hotel Mark Hopkins engagement in San Francisco, are slated to shift to the Coconut Grove, Los Angeles.

Guy Lombardo's big click, however, has extended the band's stay at the Grove until March 13, which may make it too late for the dancer town who are slated to return to Chicago at the Hotel Drake.

## CAFE AGENT MISSING

Detroit Manager Wants to Find Joe Caspar

Detroit, Feb. 5.

Luigi's cafe here is looking for Joe Caspar, cabaret agent, who represented himself as acting for the Lou Irwin agency of New York. Lui i paid Caspar about \$1,000, part of it an advance and the balance owed the acts brought in by Caspar, which included a line of girls and four or five acts.

Rhys and Owen, working here at Luigi's, thought they were through last Thursday and so got their in full and were planning to open for Caspar at a Port Wayne, Ind., spot, but when the act called Fort Wayne the cafe knew nothing of their engagement.

Lou Irwin agency in New York knows nothing of Caspar, excepting that they thought he was an extensive midwest agent acting for the Plaza cafe, Pittsburgh. It was from the Plaza that Caspar took the show to Luigi's, Detroit, including Frances Day, America and Valencia, dancers, and other acts.

Irwin's office states that the acts hadn't been paid off and are stranded.

## MEYER DAVIS AS PICTURE PRODUCER

Meyer Davis' Magna Pictures which has a distribution deal with RKO plans an indie feature to be made in the east. About April 15 is the proposed production date. Eddie Cline may be brought east to direct the semi-musical with radio names. Biograph Studios will be utilized as against the former Astoria production plant which Davis formerly utilized.

RKO finances Davis' 50% and so far has been given three Magna shorts, all radio names. RKO will also distribute the feature, and similarly part-finances.

## ALBANY'S SYMPHONY

Albany, N. Y., Feb. 5. Albany Symphony Orchestra has just been organized for the benefit of jobless musicians. With approximately 400 of them in the city, only 20 are employed regularly. The orchestra's director is Dr. Edward Victor Cupero, former director of the Cleveland Symphony. Orchestra will be handled as a service project of the CWA.

## Newspaper Policy Kills N. Y. Trip For 3 of 5 Chi Radio Columnists

Chicago, Feb. 5. Only two radio editors got away on a free trip to New York for the opening of the CBS air theatre. Trip was sponsored solely by WBBM, the local CBS outlet, but the network affiliation restrained the majority of the papers from allowing their radio scribblers from hopping the rail. Two who went were Hank Taylor of the Times, which was formerly tied in with the station, and Charles Gilchrist of the Chicago Daily News.

Those who were forced by newspaper policy to politely refuse the invitation were Bill Clark of the American, evening Hearst rag; Ulmer Turner of the Herald-Examiner, morning Hearst, and Larry Wolters of the Chicago Tribune.

Chicago Tribune shyness has more than one angle. Obvious one, of course, is the recent split between WGN, the Chicago Tribune outlet, and the Columbia system. Other angle is in the fact that the picture reviewed of the Tribune, Blue Tintee (Frances Kurner) never goes on trips paid for by picture companies and never attends publicity luncheons thrown for visiting picture stars. However, all other dailies gladly send their picture reviewers on such assignments.

## Sat. Midnight Curfew Takes Charm Off \$1,000 Licenses; Cafe Man Tries Bring-Your-Own-Liquor Policy

### Best Sellers

Sheet music business for the district started off last week with a record taking turnover. Monday and Tuesday gave the Music Dealers Service, Inc., the two biggest days in the combine's history. Even though the orders dropped off sharply in midweek it was a hefty stanza for the industry. Marking the week particularly was the attainment by 'The Old Spinning Wheel' of the 30,000 copy class.

Six best sellers for the week ending Feb. 2, as reported by distributors, and syndicate stores in the East, were:

- 'The Old Spinning Wheel' (Shapiro).
- 'Smoke Gets Into Your' (T. B. Harms).
- 'Good Night Little Girl' (Morris).
- 'Everything I Have Is Yours' (Robbins).
- 'Did You Ever See a Dream Walking?' (DeSylvia).
- 'Make Hay While the Sun, ines' (Robbins).

## IOWA LAWS CHILL CEDAR RAPIDS CAFE

Cedar Rapids, Feb. 5. Club Royale, swank dance, and night life spot, has been closed, with John Prochaska in the toils of the law. Prochaska stood one raid, gambling, was subject to another for liquor law violation and folded when charges of operating gambling devices, punchboards and the like, appeared, as did those of failing to file statements of names and other information with the county recorder as required by law.

In addition, building owners, being apprised that property was being used illegally, served notices to vacate. Patronage plenty, but law too tough.

## Paul Kain Sued

Los Angeles, Feb. 5. Paul Kain, Ocean Park orchestra leader, has been sued by his wife for separate maintenance. Roger Marchetti filed Mrs. Kain.

## Cab Calloway's \$10,000 1st Week in London

Cab Calloway, \$10,000 in bookings lined up the band's first week in London when it opens at the Palladium, booked via Irving Mills. Outside of the music hall engagement there are dates for the Kit Kat club, a concert at the Trocadero, dance dates in and around London including one at Sherry's, Brighton.

Band sails Feb. 23. Mills sails a week ahead, Feb. 16, to pave the way for the Callowayites.

## Kahn Returns—Again

Roger Wolfe Kahn is all set for a return as a band leader.

With his intent to become active once again he has re-engaged George D. Lottman to again become his personal rep, although Lottman, unlike in the past, will not confine himself exclusively to Kahn.

## FREDDIE RICH SHORTS

Freddie Rich set for a series of Warner Bros. shorts to be made with 'Itch' of the CBS band. Harry Horlick and his A & P Gypsies will also do a short for WB as will Mildred Bailey.

Cleveland, 5. Difficulties of local niteries in getting \$1,000 club liquor licenses, with majority bars escape sweeping police raids, is giving hotels their first breaks in some 15 years.

For week the hostesses lucky to get the initial permits had a clear field, doing a boom biz with reopened night club room, and new cocktail parlors, at two-bits-a-throw for iced cocktails.

Irving Aaronson's Commanders, Belle Baker and Alpert for its Rainbow Room, signed Walgreen Brown for cocktail room. Hollenden took over Artists and Writers Club, formerly operated by Freddie Meyers of 4300 Club, and turned it into Parisian Cocktail Lounge besides keeping Merle Jacobs in Crystal room. Other hotels with only week-end clubs are putting in two orchestras while enlarging niterie quarters. At least 75 musicians, but look to be by demand for music, with Mike Speciale at Mayfair booking in six bands of his own.

Whoopie! Biggest surprise in the fields of cafes is phenomenal success of Childs' restaurant, for years deep in the red, when it was turned into a dance-dine-and-likker Gingham cafe. On opening day this 450-capacity spot drew in approximately \$2,500 and is clicking more than \$1,000 daily since, with George Duffy's band and low prices. Phil Gordon, responsible for change, is only 24 but Childs is giving him assignment of putting cafe policy into Pittsburgh spot and six other restaurants on chain.

Out—but niteries that formerly had status of speakeas still unable to get liquor permits without plenty of political pull and maxuma. Rather than toss away \$1,000 for a regular night club license, which forces 'em to stop selling Saturday midnight, a number of them are trying to get \$20 permits for a chartered private membership club. But Ohio liquor board is making it tough for them.

Test of state law's loop-hole being made by Phil Seznick, who is attempting to start a novel bring-your-own-likker party without taking out any kind of license for his Madrid. State board turned down his request for a private license permit, telling him he had to get a \$1,000 license. Seznick refused to, saying liquor curfew on Saturday night would cut his profits in half. Claims more dough can be made selling only ginger-ale set-ups and no hooch without breaking any law, but liquor board plans to make it a test case in court to stop him.

## Cincy Floor Shows

Cincinnati, Feb. 5. With nite club biz on the up the Netherlands Plaza and Gibson hotels have installed floor shows. Former has a Fanchio & Marco revue which includes Florence Herbert, songstress; Carroll Sisters and Zanetti and Manon and a line of 12 girls. Its only cost a private \$2 minimum, check for Saturday nights. Music by Johnny Johnson's ork. Combo is in for four weeks.

Gibson is fronting Sammy Watkins' band with a 24-piece show, the principals of which are Val and Valerie. Revue is titled 'International' and is booked out of Detroit. Management announces weekly changes of floor troops. Nightly tariff here is six bits minimum.

## Bunker Handles Weeks

San Francisco, Feb. 5. Walter Bunker, Jr., has handed the added chore of business manager for the Anson Weeks band on top of his announcing duties when on the air and occasional m.d. work on stage.

Weeks' band is currently at the Fox Taramount, Oakland, with Los Angeles Par following on a tour of the Coast for FWC, before possibly returning to the Mark Hopkins hotel here.



## NIGHT CLUB REVIEWS

### PALAIS ROYAL, N. Y.

Ben Marden has finally hit upon a winner in the present review which stars Ethel Waters doubling from "As Thousands Cheer." It's especially written by Jimmy McHugh and Dorothy Fields, with McHugh figuring importantly in its general mounting, aided and abetted by such important collaborators as Bob Alton on the dances (and excellent staging it is); costumes by Kiviette, executed by Veronica (and looking every bit of the \$12,000 they cost), plus Walter Rook's general production supervision of the toute ensemble.

Show is classy, pulchritudinous and punchy in every respect and will do more to reestablish the old Palais Royal on the former splendid scale than anything else previously essayed by Marden and his financial mentor, J. V. Arkin. Marden had two false starts—well, not exactly false but inauspicious with straight variety shows. In view of the stuff coming out of the place diagonally across Broadway from him—namely from the elaborate Hollywood and Paradise cabaret-restaurant's revue, with Maestros Vallejo and Buddy Rogers to further complicate the opposition—Marden couldn't get along without parking it.

He's done it with the current show which has snared some of the champ bumps in New York, real Ziegfeld lookers, and embellished it with such a variety of talents as Oliver Wakefield, doubling from the Ziegfeld Follies, Loomis Sisters, Nita Vernille, Donald Stewart, Sydney Mann, Dolores Farris (a clever substitute for the original place after the opening night when Miss Farris went on against medical orders), and Gary and Dixon, a pair of very modern steppers, who look like something out of the popular magazines and Groton. Not billed but worthy of holding over are Caperton and Biddle who look top among class ballroom teams.

With it are Emil Coleman's orchestra and Val Olman and his Continental orchestra for the tangos, rumbas, etc. Both were with Marden last summer at the Riviera (Englewood, N. J., roadhouse). Olman most lately at the ill-fated Embassy Club, N. Y.

Poor show is contrived and cannily thought out. Opens Park Ave. with "My Debutante," sung by Donald Stewart, who does justice to the clever Dorothy Fields' lyrics, and ends with revue of pre-war New York wherein Joane Nowlan stimulates the Bustanoby Girl, Diana White, the Girl from Max-Mills; Frances Sinclair, Diamond Jim Brady's Girl; Pat Dolan (Martin's); Eleanor Witte (Murray's); Rose Mariella (Jack's); Frances Stewart, Girl from the Knickerbocker Grill; Dixie Ray (Rector's); Chickie Elliott, Churchill's; Frances Bailey, Sherry's; Peggy Schaber, Shanley's; Mary Dale, N. Y. Roof; Mary Conklin, Rensselaer's; Harriet Byers, Montmartre's; Catherine Clark, Plantation, Phyllis Carroll, the Palais Royal Girl, topped by a nude tableau that's highly effective. There's a little nude stunner throughout in tableaux from the elevated platform, but tastefully done.

In between there are some fifty specialties and production numbers. "I Love Gardenias," sung by (Miss) Sydney Mann and Stewart introduces the McHugh-Fields song hit of the revue and some clever sartorial investiture by the Kiviette-Veronica combo.

Nita Vernille is a holdover from the previous variety show as are Caperton and Biddle. Marden Vernille's solo terp work and later with the four boys (Charles Kendall, Tully Millet, Kai Hansen and Edwin Murray) was highly effective. Caperton and Biddle, who've been at the Hotel St. Regis and elsewhere, exude swank with their class ballroom terps and likewise register big in Virginia and Maxine Jones (no longer hooked as the Twins), look

better'n ever and register with "Full of the Devil." Miss Farris' substitute was another clicker (name not announced), with a hotchua toe jazz, and every other hot foot that the flat-footed hoovers manipulate.

Oliver Wakefield's stuttering comedy is the first and probably particularly designed for the Park Ave. trade which Marden hopes to and should win over to Broadway (Marden is making an issue of this Broadway vs. Park Ave. thing and feels that Broadway is Broadway after all. So far he's been proving it, if not in sufficiently large numbers).

Besides the 17 showgirls there are 18 ponies, a ballet of six and four chorus men.

The piece de resistance, of course, is Ethel Waters, who gets a spot all her own just before the finale. She hushes that room with her panto lyrics like a preacher in a church and socks over some mean Mann Hollier-Alberta Nichols ditties (which wrote the majority of her special material) plus a new McHugh-Fields number especially for this revue, "You've Seen Harlem at Its Best." That's another likely saga of the Black Belt.

The tariff is absurdly small so far as the customer is concerned. Dinner is \$2.25 and excellent, for which you can see the show and stay till unconscious. Once the dinner thing catches on, Marden should ante the champagne to have to pay for protection. He's sneaking this one in just as Billy Rose-John Steinberg did at the Casino de Paris until that spot woke up over night, after a slow start in the theatre, the business of the town. Marden may repeat that.

It's peculiar about niteries; when they're down none dares predict a hit. That was the case with the girls who likewise offers a bargain food-show and still they didn't come—for a while. Then over night they veered, and they're turning 'em away.

The best break for the Palais is that the show must necessarily be fast to get Miss Waters over to "Thousands Cheer" time, which guarantees an ample theatre break for the other diners. This doesn't obtain as a general thing. Abel.

### Dorchester, London

London, Jan. 27.

Second edition of the Midnight Follies from New York opened at the Dorchester Hotel ballroom last night, and attracted a very smart audience, curious to know what the management could offer to top the last bunch of feminine pulchritude.

First show was patronized by more than 5,000 people, but the doubtful if the present edition will be as popular as the first. There was something so alluring about the first show that suggested hypnotism. You could not help being fascinated by the smartness of the bevy of girls which took London by storm. The present bunch are younger and, if anything, prettier, but they haven't the same allure. They display their midriffs unadorned, very much as you see the show girls in the Paris revues, they gyrate to all sorts of terpsichorean and acrobatic movements—even to the cooch—but somehow you cannot conjure up a vision of the balheads sending them diamond bracelets. They look as if they would be highly delighted with a half-pound box of chocolates. That's no good for a floor show in a hotel.

Jayne Manners sang pleasingly with Toni Chase at the piano, and Norman, Jr., did some neat hoofing with and without the aid of the girls. Milti Mayfair, according to the program, is not yet 18. Milti is a loose-limbed, marvelous side-kicker, but her singing is less effective.

Comedy of the show was supplied by the Diamond Brothers, doubling with the Palladium, who divided their act on the floor into two parts.

They were, if anything, more warmly applauded than at the Palladium.

A tidy nest-egg was squandered in the artistic and elaborate carpeting of "Les Girls" and Felix Farry has produced the show-getting all out of it that was possible. Jolo.

### Rainbo Gardens, Chi

Jan.

In the old days, which means 10 years or so ago, the Rainbo Gardens was of the big four of midwest nite clubs. In those days it had the largest seating capacity in the territory. On its main floor it handled 2,000 people easily. The spot was famous for never having sold liquor but was nevertheless padlocked some years ago for selling accessories, a strange western custom.

In the old days it had some of the biggest floor shows with as many as 40 girls in the line. Played the top names and Ruth Etting got her first build-up here. The late Fred Mann operated it for many years and now on its reopening is under the guidance of Otto Singer who has run clubs in town for a decade or more.

Old Rainbo Gardens had a large summer garden which was later turned into a jai-alai front. That's the story of the old days of the past few years but the Gardens spot is pulling them in from all over town.

Today the Gardens is still a tremendous place. Spaciousness is the idea throughout. Can seat 2,500 people easily. The floor is unusual that it compares with a ballroom floor for area. The show is large and plentiful, and throughout the nite club they're stuck to the bargain idea.

Redecorated in modern the club is colorful and attractive without going in for stretching for angular decoration.

Serving a \$1.50 dinner that takes care of everything and a dinner that's a bargain at that price even without the hoodies and entertainment. Drinks also available at prices that won't irritate the wallet.

Jules Stein leading a 14-piece band in the regular dance and show while the four-piece band for tango music keeps going between dances, making for continuous action. Stein has been around town for some time in niteries, and has established himself.

Shows are stressing lavishness without nudity. Which is unusual in a place which is stripping its theatre and nite club gals down to the final cuticle. Using 24 girls, 16 for most of the time jobs and eight as show girls for the costumes and a. Ed Beck combines the whole shebang for the military march finale to his well-handled productions.

Shows are heavy with talent, the most being taken out of each act to add up to 45 minutes of cinch entertainment with not a slow spot. Bill Aaronson, here as m. c., has been around town playing vaude and clubs. His act is radio imitations from Amos 'n' Andy to Crosby. While his style so far lacks the intimacy necessary for complete nite club assurance Aaronson is getting over the opening jumps on strict vaude ability. Jules and Josie Walton are in the show.

Ed Beck has arranged his numbers skillfully to squeeze the most out of the acts. Winnie Wayne is in for straight warbling, Emily Von Lee for an acrobatic dance specialty, and the two Shannon Sisters in a tap routine. Marcelle Williams is doing a neat nite club adagio with three guys billed as the three Tarsans but it's okay with the customers.

Beck is spotting the line of girls in three spots through the show and doing a fast comedy line number with the girls costumed as infants. Exhibits a fair for nite club routine work that proves his long knowledge of that side of the show business. Gold.

### Le Caveau Basque, N. Y.

A couple of Basques by the name of Shapiro and Freeman have a natural spot in the basement of the regular Cafe Basque at 57 W. 57. Likewise a natural so far as street and number are concerned. It's a highly fetching interior, perhaps a bit gaudy with those gold-colored table coverings, but all in good taste and primed for right appeal to the type of patronage this spot aims at.

Show is headed by the crack Sol Mishoff orchestra (an Enrico Mancini unit), Harrison and Fisher, exotic dancers who very much belong in this atmosphere, and Nan Blackstone about whom there is much question. Miss Blackstone is the American vaudeville who was booked for four weeks in London and stayed three months last season, but somehow she doesn't quite evidence the whyfore of it all. Her material is good in spots and her delivery ditto but she would be wisest to confine herself to the Dor. Matham-Francois Maddux school of pianology and eschew ballads such as "You Were So Beautiful" and the like.

Upstairs Cafe Basque is likewise a very attractive interior. Spot merits an o.o. Abel.

### BEAUX ARTS, N. Y.

Emil, sans John (who runs the Simpson with Nick), is still at his old stamping ground, the Cafe Beaux Arts on West 40th. Long a favorite haunt in the metropolitan nite life, antedating Volsteadism and since, it's staging a comeback and has a good chance to catch on now that vintages are once more legal.

That plays an important part with a place such as this for it is housed in a stucco building from whence it draws a consistently discriminating clientele.

So promising is the Beaux-Arts' comeback try, in truth, that the Anderson of the Anderson Galleries, who owns the building, is planning to redecorate the upstairs eighth floor room, which was the main interior for the cafe until a padlock in 1928 shutted the nite activities into the basement grillroom.

Kathryn Parsons, Radio's Girl of Yesterday, is back again, holding forth as m.c. and the most effective personality in the room. She's a tireless, dynamic worker, leading 'em in gang songs that, if you're drinking especially, are sure-fire to inspire to further thirst-quenching. That's always been the keynote of gang songs and if it works as in the past it's a natural to boost the checks.

Maurice Shaw's band and Lopez's Hawaiians alternate for the dance-nation both okay. Lucien La Riviere, Tamara Doriva and Charlotte Siltan and Count Leonardo de la Mori are the three supporting acts.

Lucien sings French songs; a matter of how you take 'em and him. However, he shouldn't leave himself so wide open with that Mae West number. Tamara is seemingly just out of the Chalfi school or some such place; synthetic Oriental and bare too like hoofing. The mixed dance team, isn't bad but he should drop that "Count" billing. Charlotte Siltan, his partner, looks nice and has promise but is too rigidly regular for best effect; she'll unlimb with assurance. Abel.

### PARADISE, N. Y.

That Kansas boy, Buddy Rogers who made good in pictures and can play enough musical instruments to do pretty well with bands, came in

here Friday night (26) to lead the Joe Haymes orchestra.

Buddy Rogers has been playing some stage dates lately and while in Chicago not long ago picked up a lad on an amateur audition who came in here with him. He's Jack Milton, and, says Rogers, actually came out of one of the NHA conservation camps for boys. Sings a song quite nicely.

Rogers also has a lad with him, unbillied, who does a burlesque on a fan dance, using the small hand fans which people use to keep cool. An amusing bit.

Orchestra preceded over by the affable, well-appearing Buddy doing good duty on the show and particularly appeals for dancing. Billed here as the California Cavaliers orchestra.

Along with Rogers the Paradise offers a new personality in Miriam "Babe" Miller, a singer of hot songs who appears to belong here. The opening night for Rogers, with a large and sweet crowd on hand, voted her a worthy addition to the show.

Big thing at Paradise remains the girls Nils Grannlund seems to be able to find and the costumes—lack of them—which he assigns them. Knockouts of the town, and the country too, are here to adequately taste the diner or drinker. To tease him into repeat visits if nothing else.

N.T.G. appeared in perfect form Friday evening on his opening for Rogers as the spot's m.c. His wisecracks and introduction of numbers prior to Rogers' appearance or with him after that, were tangful.

Skating trio of Earl, Jack and Betty, Bruno and Manon, dance team, Miriam Verne and others make up a long and entertaining show, but one of the highlights happens to be that enticing fan dance. Char.

### SAVOY-PLAZA, N. Y.

Freddy Martin is the new band attraction following Eddie Elkins into the snooty Savoy-Plaza on the Park, which, like so many other swank hostilities with repeal, yield to the radio voice.

Room is nice and is now trying to unbend. Heretofore it was a little stiff; that went for everything from the service to the atmosphere. The headwaiter at the door is the right personality for the room now, smilingly trying to ease away the general aura of a too dignified environment.

That's the right idea if the place is to get any of the popular trade which seems to be the big idea.

Martin's band is plenty big for dance-nation and, with the radio wire in, he should build a following. Martin has been around, but chiefly buried at the Fox, Brooklyn, as m.c. and band leader. His personality is nice and should be capitalized for more intimate hotel work as here. Abel.

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# Inside Stuff—Music

The poor drawing power of local orchestras as compared with the superiority of touring bands was the issue back of the fight between the Albany, N. Y. Musicians' Union and the Edgewood night club. After playing various out-of-town bands, an orchestra of local musicians was hired and after only a week they were let out and a band from Cleveland was engaged. Union then notified the club it could not bring in out-of-towners and ordered the Cleveland band to quit. The latter, a union outfit, obeyed in order to keep out of hot water and the club closed for a few days. Then it reopened with the same band. Meanwhile, the owner obtained a Supreme Court injunction against the union's action. One the eve of the hearing on the injunction a settlement was reached. It stipulated the union should remove the Edgewood from its 'unfair list' and in any way, and the club promised to 'provide music' only through members of the Albany union or international union. In other words, any musicians, so long as they carry AFM cards, may be hired.

Every so often there comes along in the band cycle some unusual organization which commands extraordinary trade attention and makes something of an historical touch in the profession. Since the Whiteman evolution this has been true. The Casa Loma cied was the latest.

Now from the west coast the graduation of Ted Fiorito (it used to be simply spelled Fiorito until the MCA tricked up the surname) orchestra is on the horizon, according to professional discussion. 'Fiorito is no novice, either as a songwriter or dance maestro; but his most signal success has been on the coast, and it is planned to gradually mooch him eastward, via stopoffs in Denver, Chicago, etc.

That's the showmanly program laid out for him, as contrasted to the trans-continental hops from west coast to east such as Anson Weeks and Phil Harris experienced, the latter suffering on his first hop, although going better now on his St. Regis hotel (N. Y.) engagement.

Combination that Buddy Rogers is batoning at the Paradise restaurant, Broadway spot, is the Joe Haymes band with six men added for the engagement. Haymes himself is in the aggregation. Since the Whiteman Rogers' moving into the spot with the Haymes outfit proved disappointing to the officials of the New York musicians' union. Latter were under the impression that Rogers was going to recruit an entirely new unit from among the members of Local 802. Before coming into New York Rogers disbanded a combo he had been using on road dance and vaude dates. Some of these brought charges against him, but the executive board of the international union refused to proceed against Rogers on the ground no proof had been submitted showing that the band had not fulfilled his contracts with them.

Music sales are gradually climbing. Where a hit's saturation point was 300,000-225,000, it's now up in the 250,000-300,000 bracket. A wow hit like 'Last Round Up' is good for 400,000 sales but that's the exception. The sole negative aspect on sales is that the in-between seller seems no more. Either a song sells a measly 10,000 copies and collapses, or it climbs into the hundred thousands.

The intermediary pop song, which can make a few bucks from a moderate 75,000-copy sale, is disappearing. That's a sad note in popular musics for these in-between sellers, in combined quantities, are as much welcomed as the single big hit. Some even advocate that a group of moderate sellers is to be preferred in the long run to the one big smash.

Latest move in the reorganization of collection districts by the American Society of Composers, Authors and Publishers has resulted in the elimination of the copyright combine's Baltimore office. ASCAP's Philadelphia office will now, in addition to eastern Pennsylvania, have supervision over Maryland and Delaware.

With the shutdown of the Baltimore bureau the latter's manager, E. H. Chesterton, went off the society's payroll. H. A. Brown is in charge of the district covered out of Philly.

Financial support of the Syracuse Civic Symphony Orchestra by the CWA to the extent of \$2,000 weekly, as favored by the county administrator, is endangered by telegrams and letters opposing the project received by the State CWA headquarters from Syracuseans.

While Dr. Gorman B. Mann, president of the orchestra association, declares that the musicians are unitedly behind Victor H. Miller as conductor, CWA officials infer that internal dissension is indicated by the correspondence.

Juiciest cut-in check known to the publishing business in at least four years went to a band leader last week. Draft was handed him just as he was boarding a train for Florida and represented a clip of one cent a copy. Bandman plugged away at the tune involved for months before it started to catch on. Same leader last year collected \$2,500 as his cut-in dividends on a rah-rah ditty.

The Ben Bernie-Gordon Olsen golfing feud is somewhat general now and when they got together with Milton Ager in Miami, Olsen rang in a pro as his partner to show up Bernie in a foursome.

When Bernie was introduced to Olsen's golfing stogie he shook hands, and as soon as he felt the callouses on the newcomer's hand he turned to Ager, saying, 'We're skunked.'

ver since Rocco Vocca left Reick's, the song-picking committee routine has been ruled out. Johnny White, general professional manager, picks his songs pronto unless, of course, it's some unknown or little known songwriter, whereupon the committee thing is resorted to as an out. Otherwise White claims he'd be swamped with doing nothing else than listening to manuscripts.

Isidor Witmark is in the health food products business and has been ever since last July, when the veteran music publisher lost his wife. None of the Witmarks are with the music firm bearing their name and now under 100% Warner Bros. control. Julius P. Witmark, Jr., who continued with M. Witmark & Sons under WB management, is now a talent agent for radio.

Brother of John F. Carabella, conductor of the Albany Peoples Symphony Orchestra, has won acceptance of his new ballet, based on life in Rome during the 18th century. He is Elio Carabella. The ballet will be presented in the Royale Theatre of Opera at Rome.

Musio stores in the Pennsylvania and New England industrial areas report a notable pickup in the sale of piano rolls. In the decline of the mechanicals the perforated medium was the hardest hit with the list of roll manufacturers reduced last year to practically three.

Inspired by the click returns on 'The Old Spinning Wheel'—Fin-tan-Alley is now ransacking the old attic for other thematic antiques. Witmark has let out for immediate release one title 'Mother's Crazy Quilt.' Con Conrad, Milton Drake and Ben Oakland are responsible.

Jack Kapp, Brunswick's recording manager, interested in Harry Engel, Inc. since Kapp-Engel is going into the pub biz on his.

F. A. (Kerry) Mills, George M. Cohan's original publisher, although retired, is living in Hollywood.

## MUSIC NOTES

Luigi Romanelli, headman of the unit at the King Edward Hotel, Toronto, has bought a bus outfitted to order with a sleeping compartment, living and dining room and kitchen plus equipment for running water. Intends using it for personal trips and one-nighter tours with the band.

Ill Wiemann, general sales mgr. of E. B. Marks, in L. A. giving the studios the once.

Haw: huge dance hall near Amsterdam, N. Y., was destroyed by fire, 20 after a mysterious explosion, with a loss of \$30,000. Owned by Nathan Hawley of Albany.

Irwin's orchestra at Sut Gen, Galveston, Jimmy Burton's orchestra and Lindy Coons at Del Mar with Morrison twins, Janet L. Uval, Jean Teague and Mildred King.

uke Ellington's band will take the L. A. Cotton Club while on the coast for Paramount's 'Murder in the Vanities.'

Mort Dixon and Allie Wurzel started working for Warner Bros. as a writing team Feb. 1.

Witmark has limited the airing of 'Going to Heaven on a Mule' to once a day on NBC and Gulu-bi is from Warner Bros. forthcoming 'Wonder Bar.'

Joe For Birmingham, is now in Miami, where he is m.c. for Charley Scaries' night club.

Howard Hanson, youthful director of the Eastman School of Music, has written an American opera which will be produced by the Metropolitan Opera Co. Called 'Merry Mount,' it is based on a poem by Richard L. Stokes. Set for production Feb. 10 with Tullio Serafin conducting.

Adrian Jackson, night spot promoter, now is attempting a fling in night-clubbing. Chattanooga with the recently-opened Club Lido in formerly closed restaurant. Local talent orchestra and floor show used. Tennessee still has its dry laws, however.

Jimmy Carr has the band assignment aboard the boat niterie, the St. Thomas Lipton club. Vessel is moored to a dock at the foot of West 33rd street.

Frank Kelton, gen. mgr. of Shapiro, Bernstein, and Mink Kelton re-leave Feb. 17 on the S. S. Lafayette for a West Indian cruise. It's a belated honeymoon.

Witmark is putting out its first hillbilly folio. Title not set.

Con Conrad has written up Joe Penner's radio catch-phrase, 'Don't Never Do That,' and it becomes a theme song for the other comedian. T. B. Harms publishing.

Harry Jentia, formerly with Kell-Engle, has joined E. B. Marks as manager of the radio department.

Dick Fidler's orchestra has been replaced at the DeWitt Clinton hotel, Albany, N. Y., by a local orch directed by Francis Murphy, formerly violinist in the RKO Palace.

Happy Felton's orchestra has succeeded Felix Ferdinand's unit on the Paradise Ship at Troy, N. Y. Felton played at the DeWitt Clinton Hotel in Albany when Louis Armstrong, now 'skipper' of the Paradise, and Juan, Cuban dancing team, also are appearing aboard the floating night club.

Jack Conner's American Revue booked to the floor show at the New 'Hins Restaurant, Troy, N.

Ralph Rainer and Leo Robin are writing tunes for Paramount's 'Cosmetica' and 'Trumpet Blows.'

Ill Phillips, formerly with the Warner Bros. publishing enterprise, has joined the folio department of Mills Music, Inc.

Herb Taylor is out of the Abe Lyman organization. He doubled as instrumentalist and arranger in this combo for four years.

Select Music Publications, Inc., the Rockwell-O'Keefe subsid., have 'Little Dutch Mills' and 'S' adows of Love, as the first of the new pop publishing organization's catalog. Also

## Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plays on the major networks (WBAB and WJZ of the NBC chain, and WABO, key station of CBS), along with the total of plays on and WABO, two full-time independent stations—WOR and WMCA. Data obtained from 'Radio Log' compiled by Accurate Sportin' Service.

Title	WEAF	WJZ	WOR	WMCA	Total
et's Fall in	24	39	33	30	126
'Temptation'	18	33	29	28	108
'Sings Gals in Your	24	29	28	24	105
'Old Spinning Wheel'	24	29	28	24	105
'Throw Another Log on the Fire'	24	29	28	24	105
'You Have Taken My Heart'	24	29	28	24	105
'Everything I Have Is Yours'	24	29	28	24	105
'Our Big Love Scene'	24	29	28	24	105
'We'll Make Hay'	24	29	28	24	105
'Tappy'	24	29	28	24	105
'On the Wrong Side of the Road'	24	29	28	24	105
'There Goes My Heart'	24	29	28	24	105
'In the Valley of Yester	24	29	28	24	105
'Carolina'	24	29	28	24	105

## Winnipeg's Sun. Concerts Stopped by Blue Law

Lord's Day Alliance Act, which keeps theatres and all places of amusement closed on Sundays, will prohibit Sunday afternoon concerts of the Winnipeg Symphony orchestra after this week. Last Sunday (4) was the end. symphony, which was just getting on its feet through Sunday concerts at the Albi, will have to average mid-week concerts hereafter, say the police, who asked Hon. W. J. Major, attorney-general for Province of Manitoba, for a flat to prosecute persons responsible for the Sabbath programs. Major is honorary president of the Winnipeg Symphony orchestra association, but will not interfere with police.

## BANDSMAN A MINER

Slim Martin, Hits Calif. Pay Dint to \$35 Daily Tune

Hollywood, Feb. With a lull in the master of ceremonies and band profession, Slim Martin, one of the better known orchestra leaders, has taken to gold-mining. Martin has been at this new occupation for almost two months, and during that time has been averaging between \$25 and \$35 a day in take from the pay dirt. He has acquired one-fourth interest in a mi located 13 miles north of Bishop in the White Mountain range of California. At this time, weather is quite severe in that territory, but Martin claims he manages to work five or six hours a day since he invested in this venture. When machinery is installed in the mine he plans to take a number of his men in the band who are not employed elsewhere to the mine and permit them to work with him on a percentage basis of the dirt they strike.

## Randalls Now Tri

The Randalls, Marion and Martinez, away from Broadway niteries for three years, back at the Hollywood restaurant, this time as a threesome, the Randalls and Carrier, the latter a French-iri. Team has been abroad and in South America. Act is also making a WE short while at the Hollywood.

readying a new Casa Loma folio series at George Clifford's latest tune, 'Bulgi.' It will clear its sheet music through the Music Dealers Service, Inc.

Jack ill has acquired the American rights to 'Making Conversation When We Should Be Making Love' from the Carlton Music Co. of London.

George Gershwin-Leo isman's orchestra concert, tour conducted by Charles Previn in Robinson's absence, through illness winds up in Brooklyn (Amus) (10).

ick Lei, NH-Radio City Music Hall organist, has written a new, 'Mammoth O. Organ Technique' for early spring publication.

## Radio Chatter

(Continued from page 40)

the Winnebago tribe at a ceremony in the Sioux City studios of KSCJ, Ted Collins is Red Cloud. Lum 'n' Abner jumping from stage appearances at the Circle to air appearances at WKBF, Indianapolis. WFBM, Indianapolis, signs McCarty Furniture Store of Fortville, Indiana, for two 15 minutes programs per week.

Wallace A. Robertson, bookkeeper at WFBM, Indianapolis, on the sick list.

new wooden gates keep the curious out of the control room at WFBM, Indianapolis.

At Logan, who gives the Hollywood Lowdown on WFBM, Indianapolis, back on the air after a two week layoff.

Pling Kendrick doubles between the manager's desk and the 'mike' at WKBF, Indianapolis.

Hal Marshall, sports commentator returning from Toronto to join announcing staff of new 100-watt CJRC at Winnipeg. Bob Straker also added to staff. Station begins broadcasting this week over a regional CRO network, comedy act, 'The Bentleys Have Music,' moved to all-Canada net of 23 stations last Wednesday (31).

'Youngbloods of Beaver Bend,' rural drama, to be spotted for half-hour each week beginning Feb. 19 over western regional web of the Canadian Radio Commish. Bernard Latham will direct and scripts are by Peter Dales of Regina.

Phil Meyer is asking FRC for full time and increased wage for his KFYR at Bismarck, N. D. An NBC affiliate. Station now authorized to use 2,500 watts daytime and 1,900 at night.

## West

Kay Thompson, KJLF staff singer, called to St. Louis by the critical illness of her mother.

Silver Chip Trio (girls) now singing at Silver Slipper cabaret between radio broadcasts at KVI Tacoma.

Blue-Bells, girl trio over KVI Tacoma, each Thursday voted most popular local program.

'Looking on the Bright Side of Life' is theme song for KVI Tacoma early risers to 7.

KVI Tacoma, announcers and technical men made long trek to Mt. Tacoma to broadcast winter sports. Used 2 miles of wire and several miles. Ed Jensen, production manager in charge.

Howard Lilly, Seattle, and Tacoma clothes merchant who uses all radio outlets for his company made one talk in KVI studios to market merchants on advantage of radio as a medium. Been on the air for 8 years and built up a tremendous volume for Lunquist-Lilly, two flights up, Seattle.

EKA, Seattle, putting Anson Weeks on the air for local ears when Weeks and company played at the Trilanon dance hall. Jack Holt, station announcer, doing the talking.

Art Lindsey, KJR, Seattle, announcer, now sports reviewing daily on the studio.

Don Smith, Campbell, announcer, and director of publicity, K.O.A., Denver, is working up a few programs that will feature songs that have made radio and picture stars famous. Interpretations will be by local singers.

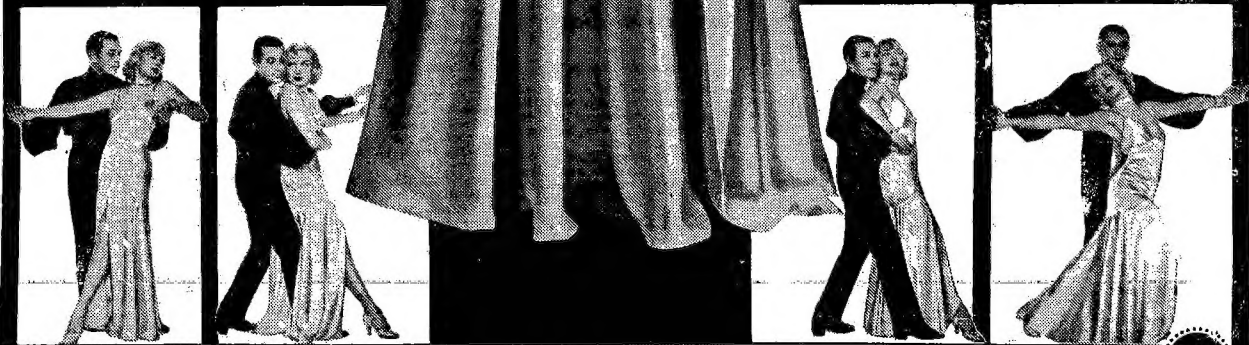
J. Joseph Smith, eastern advertising agent, is the new manager of Radio Broadcasting, Inc., Denver.

Don Smith, who has been working at Seattle stations, is at KFWB, Hollywood, as singer on the weekly 'Hi Jinks.'

GEORGE RAFT

in *"Bolero"*

with CAROLE LOMBARD and  
SALLY RAND the fan dancer  
directed by Wesley Ruggles



if it's a Paramount Picture, it's the best show in town!

